

# NATIONAL REAL ESTATE and BUILDING JOURNAL

AUGUST ★ 1949



★ Survey Shows Upward Trend in Built-for-Sale Housing  
We Ask Housing Expediter Woods 12 Questions  
How Do You Select and Train Your Salesman?



**GIVE YOUR CUSTOMERS**  
*more home comfort...*  
*more planning freedom*

**WITH CRANE  
 BASEBOARD HEATING!**

Crane Radiant Baseboard Panels are as inconspicuous as they are efficient... especially when painted to match the walls. They heat rooms evenly throughout, from the floor up. Best of all, these modern panels permit complete freedom in furniture arrangement—they claim no valuable floor or wall space.

Crane Radiant Baseboard Panel Heating is economical and utilizes the maximum amount of heat developed by the heating system. Available in two types (Type R, Radiant—Type RC, Radiant-Convection), baseboard panels may be used with 2-pipe steam or hot water systems—they're completely practical for remodeling as well as for new homes.

See your Crane Branch or Crane Wholesaler for full information on Crane Radiant Baseboard Panels.



**CRANE BOILERS** cover every heating need. Among them are, left, the CRANE SIXTEEN Boiler, a completely packaged boiler-burner unit; and, right, the CRANE TWENTY Boiler, which may be installed to burn coal, or later converted to stoker, oil, or gas.



# CRANE

CRANE CO., 836 S. MICHIGAN AVENUE, CHICAGO 5, ILL.

**Plumbing and Heating**

**WORLD'S LARGEST PRODUCERS OF VALVES AND FITTINGS**

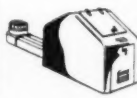
**EVERYTHING FOR  
 HOME HEATING**



Gas Boilers



Furnaces



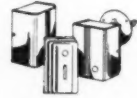
Stokers



Oil Burners



Radiators and  
 Conectors



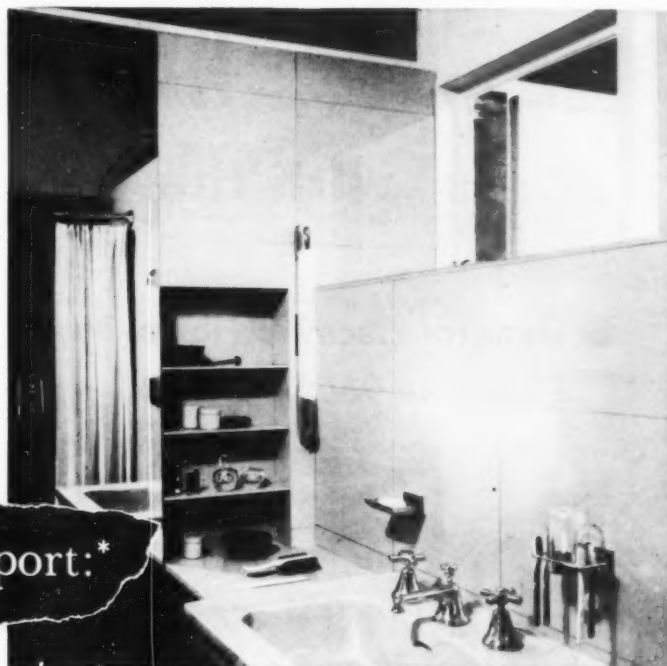
Controls



Pipe, Valves and  
 Fittings

**NATION-WIDE SERVICE THROUGH BRANCHES, WHOLESALERS, PLUMBING AND HEATING CONTRACTORS**

This attractive bathroom is a housekeeper's dream come true. An occasional wiping with a damp cloth is all that is needed to keep the Carrara Structural Glass walls spotlessly clean. Carrara is available in 10 lovely shades. It is moisture-, grease- and fade-proof.



## Builders Report:\*

# Today's homemakers want *more glass!*

• The National Association of Home Builders reports\* that the outstanding new development in postwar housing is the expanding use of glass. You can confirm this report simply by leafing through almost any current "home" magazine. Notice how many of the homes pictured feature glass applications . . . notice how these applications add to the beauty of the house.

Glass makes a more comfortable home for your customers, adds to the sales value of the house, too. No wonder today's homemakers are demanding more glass. Whether you are building a single unit on contract, building a number of units for re-sale, or merely making suggestions to customers, it will pay you to include several applications of glass in your plans and suggestions.

A picture window to frame an attractive view, and admit abundant daylight . . . wainscots of Carrara Structural Glass to add color to kitchens and bathrooms . . . a few glass blocks around an entrance or in a stairwell to supply light to dark

interiors . . . "spruce up" mirrors, a mantel mirror, full-length door mirrors. Wherever you install glass, you install beauty, comfort, sales appeal . . . and at surprisingly low cost!

Would you like to have one of our free booklets illustrating many ways of using Pittsburgh Glass in homes? Just mail the coupon below and your copy will be sent promptly.

Pittsburgh Plate Glass Company  
2197-9 Grant Building, Pittsburgh 19, Pa.

Gentlemen:

Please send me, without obligation, your four-color book showing modern uses of glass in the home.

Name .....

Address .....

City .....

State .....

\*Advertising and Selling, April, 1948, page 31.



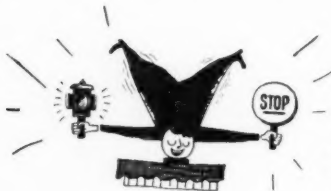
PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

PITTSBURGH PLATE GLASS COMPANY

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# HOW TO SELL with the General Electric

## ● General Electric's Home-Builder Advertising Plan gets you . . .



### ATTENTION!

Quick as a flash, hard-hitting ads like these tell a story every home hunter is deeply interested in—a story that builds desire for an all-electric kitchen!

**YOU CAN HAVE A  
"G-E Dream Kitchen Package"  
IN YOUR NEW HOME**

Recently electrical wiring is done for only a few extra dollars. It means you can have the "G-E Dream Kitchen Package" for only \$0.00\* extra each month!

**FOR ONLY \$0.00\* EXTRA EACH MONTH**

Look for the home of your dreams in the new homes being built all over the country. General Electric's "G-E Dream Kitchen Package" is the answer. It's the only kitchen package that gives you the best of everything. It's the only kitchen package that gives you the best of everything. It's the only kitchen package that gives you the best of everything.

- **Speed Cooking**—In a flash, you can cook your food faster than ever before. It's the only kitchen package that gives you the best of everything.
- **Automatic Dishwashing**—General Electric's automatic dishwashers wash your dishes for you. It's the only kitchen package that gives you the best of everything.
- **Garbage Disposal**—General Electric's garbage disposals dispose of your garbage for you. It's the only kitchen package that gives you the best of everything.
- **1 1/2 more refrigerated food space**—General Electric's refrigerators give you 1 1/2 more refrigerated food space than any other refrigerator. It's the only kitchen package that gives you the best of everything.

**INSIST ON A HOME WITH THE G-E WAY OF LIVING!**  
**GENERAL ELECTRIC**

**WHICH HOUSE IS THE  
BETTER BUY FOR YOU?**

**\$0.00 a month makes the amazing difference between these two houses!**

**Why settle for the "strapped-down" house when you can get—**

- 1. **Speed Cooking**—In a flash, you can cook your food faster than ever before. It's the only kitchen package that gives you the best of everything.
- 2. **Automatic Dishwashing**—General Electric's automatic dishwashers wash your dishes for you. It's the only kitchen package that gives you the best of everything.
- 3. **Garbage Disposal**—General Electric's garbage disposals dispose of your garbage for you. It's the only kitchen package that gives you the best of everything.
- 4. **1 1/2 more refrigerated food space**—General Electric's refrigerators give you 1 1/2 more refrigerated food space than any other refrigerator. It's the only kitchen package that gives you the best of everything.

**INSIST ON A HOME WITH THE G-E WAY OF LIVING!**  
**GENERAL ELECTRIC**

**How to get this G-E  
"Dream Kitchen Package"  
in your new home for only  
\$0.00\* extra  
EACH MONTH!**

Next time you go home hunting, look for a house complete with a modern General Electric kitchen. It's only with a few dollars extra each month to pay off the financing, you'll get the "G-E Dream Kitchen Package" in your new home.

**Look what wonderful advantages you can get—**

- **Speed Cooking**—In a flash, you can cook your food faster than ever before. It's the only kitchen package that gives you the best of everything.
- **Automatic Dishwashing**—General Electric's automatic dishwashers wash your dishes for you. It's the only kitchen package that gives you the best of everything.
- **Garbage Disposal**—General Electric's garbage disposals dispose of your garbage for you. It's the only kitchen package that gives you the best of everything.
- **1 1/2 more refrigerated food space**—General Electric's refrigerators give you 1 1/2 more refrigerated food space than any other refrigerator. It's the only kitchen package that gives you the best of everything.

**INSIST ON A HOME WITH THE G-E WAY OF LIVING!**  
**GENERAL ELECTRIC**



# YOUR HOMES FASTER—

## "Complete Kitchen Package"!



### DESIRE!

For better living—all-electric living in a G-E equipped home. Thousands of new homeowners are enjoying this leisurely, modern way of living now—and millions more are learning about it through General Electric advertising, insisting on it when they build or buy new homes!

Of course, your prospect wants a complete General Electric Kitchen—but can he afford it? That's where the G-E Home-Builder Advertising Plan completes the selling job by adding the conviction of the "packaged mortgage."



### CONVICTION!

Under this easy-paying mortgage plan, the price of the G-E "Complete Kitchen Package" is part of the price of the house

—adding only a few extra dollars (usually averaging \$4.80) each month to the regular mortgage payments.\*

"Packaged mortgages" make it so much easier for the prospect to buy—so much easier for you to sell your homes! Look at these sales-clinching arguments—

*Small payments over the years instead of big short-term installment payments! No installation costs! A complete kitchen right from the start—ready to live in!*

And best of all—the homeowner often saves enough on his economical G-E appliances to make up the slight extra monthly cost of his G-E "Complete Kitchen Package"!

So put this merchandising program to work—quick! Get together with your G-E distributor in planning and merchandising G-E equipped homes. He has complete information on the Home-Builder Advertising Plan for you that will do a lot to help sell homes faster.



### ACTION!

Call your distributor today. If not listed in local telephone directory, write to Home Bureau, Appliance and Merchandise Department, General Electric Company, Bridgeport 2, Conn.

### GENERAL ELECTRIC HOME BUREAU SUCCESS STORY OF THE MONTH

Better living comes first in homes by W. C. and A. N. Miller Development Company of Washington, D. C. Their latest single-family home development, "Summer," won first prize in a nationwide contest.

"We have incorporated General Electric Kitchens—including Refrigerator, Range,

Dishwasher and Disposall.\*\* We firmly believe these items are necessities—and also help sell our homes!"

Make your next project a fast-selling, prestige-building success! Let your G-E distributor help you in planning and merchandising G-E equipped homes.

\*When equipment is included in a long-term mortgage.

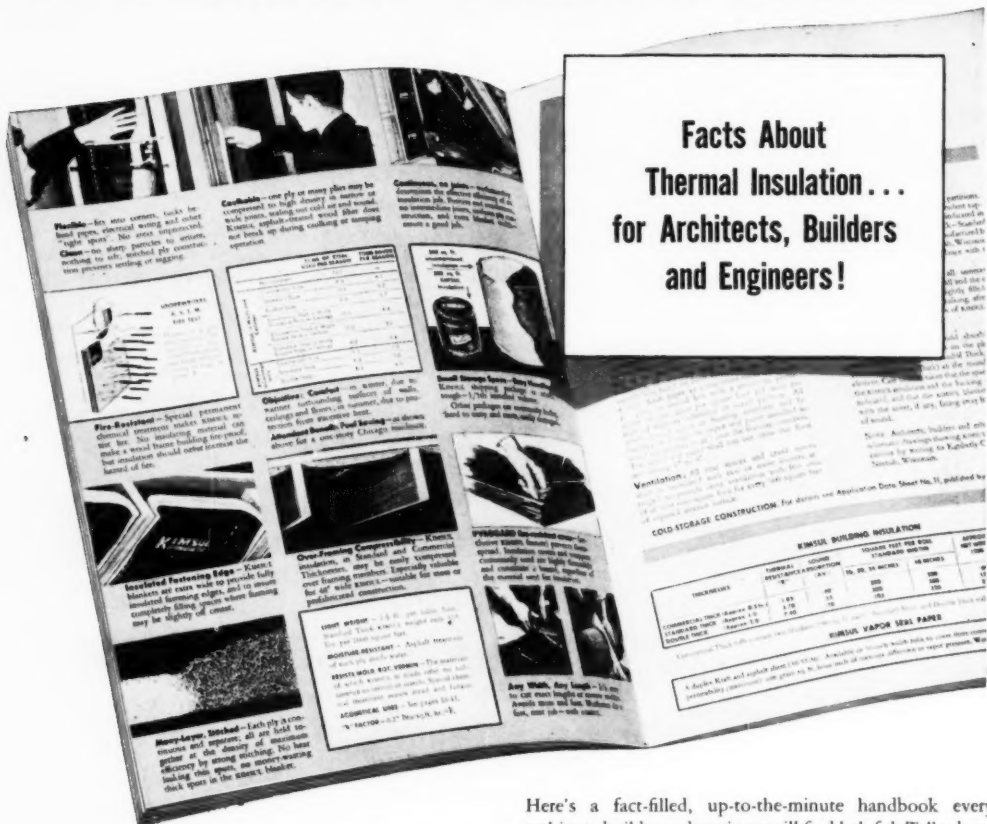
\*\*General Electric's registered trade-mark for its food-waste disposal appliance.



You can put your confidence in—

# GENERAL ELECTRIC

# You'll want to have this 1949 Kimsul\* Technical Booklet!



**For Your Free Copy, Mail This Coupon Today!**



**KIMBERLY-CLARK CORPORATION**  
NEENAH, WISCONSIN

Please send me my free copy of the 1949 Kimsul  
Technical Book.

I am ☐ an architect ☐ a builder ☐ an engineer

NAME .....

ADDRESS .....

REJ-849

CITY .....

ZONE ..... STATE .....



\*T. M. Reg. U. S. & Can. Pat. Off.

Here's a fact-filled, up-to-the-minute handbook every architect, builder and engineer will find helpful. Tells about new and important developments in insulation engineering practice. Includes information on heat loss distribution, "U" Factors of various types of construction, typical architectural specifications and other data on both thermal and acoustical installations for all types of structures—commercial, industrial and residential. Send for your free copy today, or look for it in the 1949 issue of Sweet's Catalogs for Architects and Builders.

## Modern apartment compares values...

decides on

*Silent,  
longer-lasting  
Servel!*



In the 153 apartments just completed in Chicago at 69th Street and Crandon Avenue, tenants enjoy ease of modern living with Servel Gas Refrigerators in all-gas kitchens. Frank A. McNally & Associates were the architects.

### Chicago Builders Choose the Only Unit That Freezes Without a Motor...Install 153 Dependable Gas Refrigerators

Now another modern apartment has enthusiastically picked the *Gas Refrigerator*. And it's just one more example of what's happening all over the country. Because builders know in refrigerators it's the freezing system that counts *most*. And Servel is different from all the others—*basically different!* The refrigerant is circulated without the need of moving parts. A tiny gas flame does all the work. No motor to wear and lose efficiency. No machinery to grow noisy, cause annoyance, and require fixing. Servel operates silently, efficiently, dependably . . . year-in, year-out.

#### GROWING PREFERENCE FOR GAS REFRIGERATION

More and more owners and builders—with an eye to the future—are contracting for new Servels. They want Servel's continued low operating cost. They want its low upkeep cost . . . its worry-free future. And what's more, they like the way Servel appeals to tenants. Along with silent, reliable service, Servel provides a cabinet full of latest conveniences—an adjustable interior, a spacious frozen food compartment, moist and dry cold, and large ice cube trays. For further details on any of Servel's four sizes, see *Sweets'*, or write to Servel, Inc., Evansville 20, Ind.



STAYS SILENT . . . LASTS LONGER  
**Servel**  
The GAS Refrigerator

# Public Acceptance



**AMERICAN-Standard**  
First in heating . . . first in plumbing

# that's second to none!

## Another reason why it pays to specify or buy AMERICAN-Standard Heating Equipment and Plumbing Fixtures

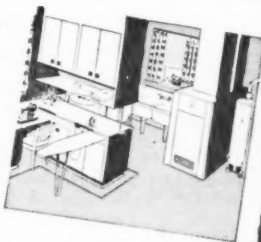
■ More American homes have heating and plumbing by American-Standard than by any other single company. And our big advertising program in leading national magazines is creating a still greater demand.

When you recommend American-Standard products for the homes you're designing . . . or install them in the homes you are building or modernizing, you can be sure of client approval and lasting customer satisfaction. For no heating equipment and plumbing fixtures are better made . . . none are more favorably known.

And, remember, the American-Standard line covers products for every type of installation . . . for any size budget. Your Heating and Plumbing Contractor will be glad to give you details. **American Radiator & Standard Sanitary Corporation**, P. O. Box 1226, Pittsburgh 30, Pa.

### GOOD-LOOKING BASEMENTS

A basement utility room adds to the livability of any home. This downstairs laundry is built around the oil fired **SARDONA** Winter Air Conditioner and has the convenience of a modern **ALDEN** Laundry Tray and a gas fired **BUDGET** Water Heater—all by American-Standard.

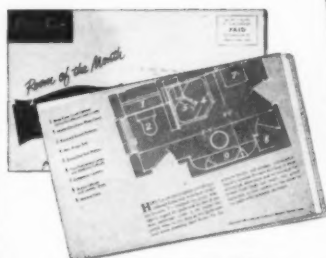
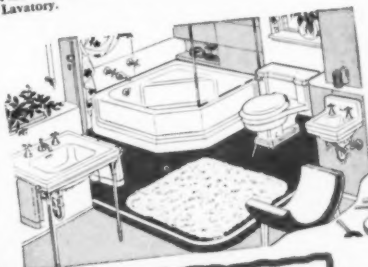


### THE SIGN OF A GOOD HOME



### BEAUTY TREATMENT FOR THE BATHROOM

For that luxurious look . . . and a lifetime of satisfaction, you can't beat American-Standard Plumbing Fixtures. Here you see the corner model **NEO-ANGLE** Bath, the graceful **ROXBURY** Lavatory, the quiet **MASTER ONE-PIECE** Water Closet, and the unique **MADENTA** Dental Lavatory.



### ROOM SUGGESTIONS

There's planning help for you in Room of the Month Ideas—colorful folders showing interesting ways to create rooms around American-Standard Heating Equipment and Plumbing Fixtures.



*Look for this Mark of Merit*

*Serving home and industry*

AMERICAN STANDARD • AMERICAN BLOWER • CHURCH SEATS • DETROIT LUBRICATOR • KEWAHNEE BOILER • ROSS HEATER • TOHAWANDA IRON



**Best Constructed**  
flush door

**Best Guaranteed**  
flush door

**Best flush door**  
**For Your Budget**  
that's the 1 $\frac{3}{4}$ "  
**PAINE**  
**REZO**  
T. M. REGISTERED



There's more of everything in the Paine Rezo door, more of everything that you want for better building and promotional selling . . . such as extra thickness over ordinary doors. There's more in sheer strength, too, more in pronounced dimensional stability — for the patented Paine Rezo interlocking air-cell construction provides a door so free of "movement," so free from trouble of any type, that it carries an unconditional guarantee of satisfactory service.

Inside, outside wherever you can see and measure, there are distinct bonus values for builders in the Paine Rezo door. Even price goes your way . . . for this premium door costs no more to install than a common panel door. All of this explains why more than three million are in service today — everywhere.

For the Paine dealer in your community, and a detailed engineering bulletin, write

Manufactured by the  
**PAINE LUMBER CO., LTD.** Oshkosh, Wisconsin  
ESTABLISHED 1853

### Realtor Conducts Own Multiple Listing Service

**JAMES F. McMICKEN**, Milwaukee realtor, set up a multiple listing service of his own in May of last year, and now 55% to 60% of his sales are made by fellow realtors. McMicken pays half of the gross commission to the brokers who sell his properties.

When he started his plan, the Milwaukee board had no multiple listing service of its own — the idea having been defeated in 1922. The success of the McMicken Multiple Listing Service aroused interest in the formulation of a board service, which was launched on a voluntary basis the first of this year.

Although approximately two hundred real estate boards maintain multiple listing services, individual sponsorship is rare. After making a careful study of the procedures used by boards in The Oranges and Maplewood, N. J., Grand Rapids, Michigan, Louisville, Kentucky, and other points, McMicken decided to go ahead on his own.

Each week the "Milwaukee Realtor" carries complete information on new "McMicken Multiple Listings," price changes and sales notices on older listings. Any broker who desires to co-operate is privileged to do so. McMicken sends out complete information on all his listings, together with a 2 $\frac{1}{4}$  x 3 $\frac{1}{4}$ -inch photograph of the property on an 8 x 10-inch sales kit filler sheet to approximately twenty brokers who are most active in the areas in which the listings are situated. This is followed up by postcard notices of price changes and sales.

The "for sale" sign used by McMicken carries the inscription, "A Multiple Listing," which has attracted considerable interest and comment. The signature on the sign reads, "Call your Realtor or James F. McMicken, Realtor."

A survey of brokers who have participated in this service showed that almost without exception they are enthusiastic about the plan. The most common suggestions for improvement of the service were: 1) That listings include address, price, brief description of improvements, lot size, percentage of commission to co-operating brokers, and 2) that publication of only exclusive listings be permitted.

The Milwaukee board's voluntary plan now enlists about eighty brokers. Early this year McMicken wrote an article for a Milwaukee paper under his own by-line explaining the multiple listing system. The Milwaukee board program was developed by the Brokers' Division under the chairmanship of Charles W. George, and is being administered by Jack Roache, executive vice-president of the board, and Don Gau, his assistant.

### Construction Begun on Kingsway Gardens

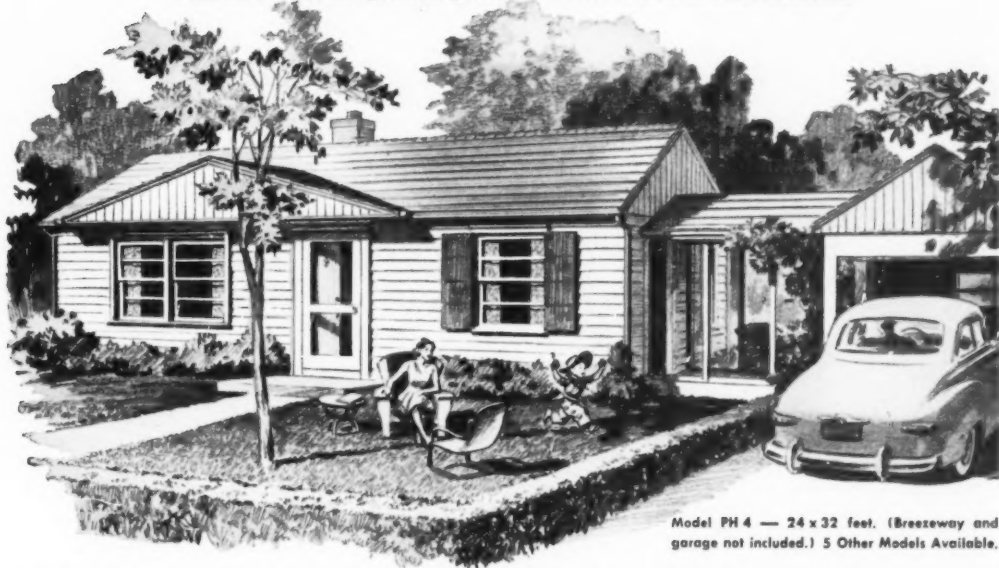
**KINGSWAY** Gardens, a \$2,358,000 multi-family project, has been started in Brooklyn under the direction of Jack Carner, veteran New York apartment house builder, of Kingsway Gardens, Inc.

When completed, the seven 6-story, modern garden apartment units will house 277 families at rentals ranging from \$68 a month for a two-room apartment up to \$127 for a 4 $\frac{1}{2}$ -room suite. Designed by Ingram S. Carner, the project will feature basement garage facilities for 100 automobiles, landscaped garden areas, cross ventilation, and automatic laundry facilities. The project, to be completed late this year, is FHA financed through Berkeley-Judelson, Inc.

# The Economy Home

## IS THE ANSWER TO THE PUBLIC DEMAND FOR LOW COST HOUSING

Yes, this new series of PH Homes is the perfect blending of beauty, sound construction and low cost. And each quality speaks for itself in a manner that means business for builders in '49, and business means more profit for you, Mr. Builder. Write or wire for full details.



Model PH 4 — 24 x 32 feet. (Breezeway and garage not included.) 5 Other Models Available.

***Styled for today's market... a better home for the money***

Experienced builders who see these new PH Homes quickly recognize the values that home buyers are seeking — supremely good design, expert craftsmanship, high quality materials — real livability. P&H's modern production methods make the most effective use of time and materials — insure precision down to the last detail — shorten the period of construction

— effect the cost savings that are so important in today's market.

P&H Homes come to you from the factory 83% complete — fully panelized and insulated — requiring only 169 man hours or less to erect.

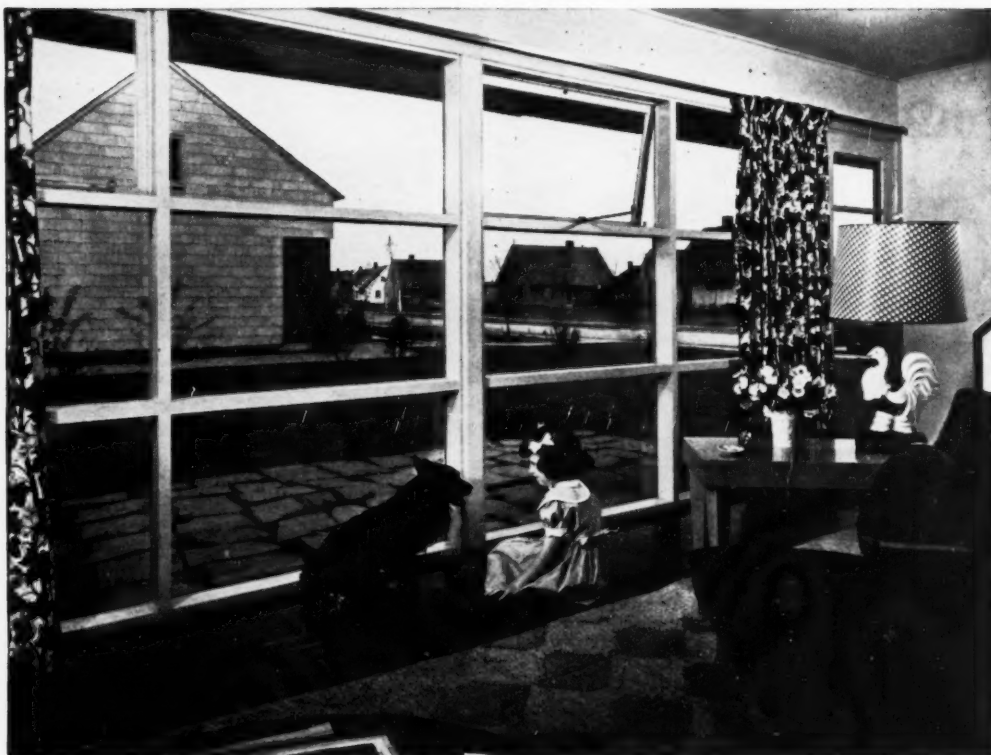
This low cost economy Home presents a great opportunity for the active builder.

### OUTSTANDING SALES APPEAL!

1. Full size — 24 ft. wide x 32 ft. long.
2. Large living room — 11' 7" x 17' 4".
3. Joint-free, crack-proof interior walls.
4. Choice of two or three bedrooms.
5. Flush doors throughout.
6. Built with or without basement.
7. Choice of heating equipment.
8. Highly rated for FHA financing.



# THEY *stood in line* TO BUY



The sellers' market had switched to a buyers' market. Yet in just three days last March, 3,000 veterans, who had seen only a model, lined up to buy Levitt's new style \$7,990 homes before they were built in Levittown, Long Island. Buyers really "went for" the floor-to-ceiling *Thermopane* window wall in the living room, a window 8 feet high, 16 feet long.



# 4,000 low-cost houses!

## How Builders are beating the 1949 Buyers' Market

Foreseeing a buyers' market for houses in 1949, Levitt & Sons redesigned its 1948 low-cost house to make it more exciting and livable. A leading feature they added was a *Thermopane*\* window wall like the one that had made a big hit in their higher priced homes.

When Levitt opened the 1949 model house, home hunters stormed the office to buy one. Those people, like most, feel that living in a small-windowed house is as boring as standing in a corner. They like big windows that open up a home, give it "big house" feel.

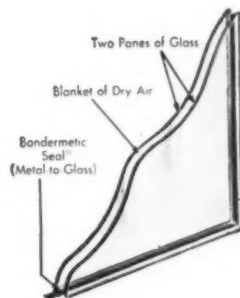
And the practicality of *Thermopane* assures continuing home-owner satisfaction, lasting comfort, economy and livability. The insulating shield of dry, clean air, sealed between *Thermopane*'s two panes of glass, keeps the home warmer in winter, saves fuel. Keeps it cooler in summer. Also, it minimizes condensation. That's why each Levitt home also has a kitchen window of *Thermopane*.

Levittown is dramatic proof that *Thermopane* is an economical way to build new

sales appeal into a low-cost house. Having seen how it attracts buyers, many other builders are now using *Thermopane* in their small homes.

*Thermopane* units are available in more than 70 standard sizes and in stock sash of all kinds. Write today for our *Thermopane* book and list of sizes. Libbey-Owens-Ford Glass Company, 1089 Nicholas Building, Toledo 3, Ohio.

\*®



Cutaway view of *Thermopane*

FOR BETTER VISION, SPECIFY THERMOPANE  
MADE WITH POLISHED PLATE GLASS



# Thermopane

MADE ONLY BY LIBBEY-OWENS-FORD GLASS COMPANY

*Use Both*

**SISALATION & SISALKRAFT**  
for insulated DRY WALL construction  
at very low cost

**VAPOR  
SEALED**

FROM THE  
*Inside*



**WEATHER  
SEALED**

FROM THE  
*Outside*

**This modern insulated  
DRY WALL CONSTRUCTION  
meets FHA Vapor-Barrier Requirements  
(Class A, Federal Specifications UU-P-147)**

This new insulated DRY WALL construction (SISALATION plus SISALKRAFT) combines insulation and vapor-barrier advantages at very low cost . . . helps stop passage of harmful moisture into walls! SISALATION, bowed in between studs, provides TWO insulating air spaces, and its reflective surface helps keep homes warmer in winter, cooler in summer. Heavily reinforced by cross-laid sisal fibres, tough and strong, SISALATION and SISALKRAFT remain in place, permanently and effectively, for the life of the building. Here is quality construction with true economy!

**The SISALKRAFT Co., 205 W. Wacker Dr., Chicago 6, Ill.**  
New York 17, N. Y. • San Francisco 5, Calif.

MAIL THIS COUPON NOW!

The SISALKRAFT Co., Dept. NR Chicago 6, Ill.

Please send samples of SISALKRAFT and SISALATION  
for modern DRY WALL construction.

Name.....

Address.....

City & Zone.....State.....

*Modern DRY WALL CONSTRUCTION  
merits your endorsement*

### Only Slight Decline in Office Occupancy

ALTHOUGH recent figures on rental requirements for office space showed a drop in occupancy to 98.37%, the decline is not viewed as alarming, and there is no significant curtailment of occupancy seen in the near future. Such was the tenor of a speech given by President J. Clydesdale Cushman at the June Convention of the National Association of Building Owners and Managers in Montreal. New construction programs have been undertaken in several larger cities where the demand for more space is real, but, Mr. Cushman warned, prospective builders should be convinced of the demand before they build.

Modernization of older buildings was a strong recommendation if they are expected by their owners to compete with new structures. Only complete rehabilitation and modernization will serve convincing notice that the older buildings are prepared to offer the type of space, equipment, and service which is essential to efficient business administration.

Airport terminal operations were offered as a new and fertile field to experienced real estate managers by Robert S. Curtiss, Director of Concessions and Revenues, Port of New York Authority at the same convention. An estimated 60 to 70% of all airport revenues can be derived from non-flight sources, such as concession.

The proposed New York International Airport was cited as an illustration. It will provide its customers with everything from "shoe laces to an overcoat," snack bars, swank restaurants with name bands, rooms with baths, auto repair shops, movies, steam baths, bowling alleys and tennis courts. In short, there are 71 different types of business appropriate for modern airports.

With a total of 6,414 airports of all sizes, 410 of which are authorized for regular air service by the CAA, and with a total number of passengers amounting to over 10,000,000 in 1948, the potential market for a management firm's services is substantial.

### New England Mutual Buys Baldwin Hills

BALDWIN Hills Village, a housing development just within the southwest limits of Los Angeles, was purchased for a reported \$4½ million, July 1, by the New England Mutual Life Insurance Company. The price for the entire development was scarcely more than one-half of the estimated cost of reproduction on today's market.

The property consists of 627 apartments in 94 buildings on 76 acres of land and has been acclaimed for the effective simplicity and spaciousness of its design both inside and out.

### Nichols Publishes Promotion Piece

THE J. C. NICHOLS Company of Kansas City has placed 5,000 copies of its new promotion book, "Your Dream Home," on the market. The 47-page book contains renderings and plans of some of the most popular home designs of today by some of Missouri's and Kansas' leading architects. Data about the homes and Country Club Plaza, a Nichols' development, are included along with pictures of the builders, information on lot selection, decoration, and landscaping.

The book helps prospective buyers to select the type of home they want to build; creates good-will among other builders and architects, helps promote the company.





## Specify Frigidaire — and you specify America's No.1 Refrigerator

11 million refrigerating units have been built by Frigidaire!

That's *proof* no one can match or challenge that Frigidaire is America's No. 1 Refrigerator. And it's the best possible reason for specifying Frigidaire for new kitchens or old.

The reasons for this popularity are many. Frigidaire Dealers offer more models to choose from — 14 in all. There are three distinct types of Frigidaire Refrigerators — sizes from 4 to 17 cubic feet — choice of right or left hand doors — some with Lifetime Porcelain exterior finishes — a wide range of prices. So whatever your requirements, there's almost sure to be a Frigidaire to meet them.

**Frigidaire Cold-Wall Imperial** Refrigerators are the finest that money can buy. They have the built-in Locker-Top Freezer that holds up to 70 pounds of food and that has its own separate door and freezing

system. In the big Cold-Wall food compartment, foods need not be covered — cooling coils in the walls keep air still and moist. This compartment never needs defrosting.

**Frigidaire De Luxe Models** have a Super-Freezer Chest across the top that holds 45 pounds of frozen foods. Supplementary cooling coils concealed in bottom of food compartment assure uniform safe temperatures throughout in this type refrigerator.

**Frigidaire Master Models** have a big Super-Freezer that holds 15 pounds of frozen foods — from 11½ to 22½ sq. ft. of shelf space — and all the basic Frigidaire quality features. Yet they cost amazingly little.

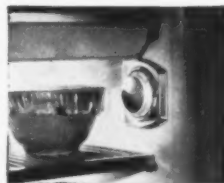
**See your dependable Frigidaire Dealer.** Or write Frigidaire Division of General Motors Corporation, Dayton 1, Ohio. In Canada, Leaside 12, Ontario.

## FRIGIDAIRE Makes a Good Building Better



Refrigerators • Electric Ranges • Electric Water Heaters • Automatic Washer • Electric Ironer  
Automatic Electric Dryer • Home Freezers • Kitchen Cabinets  
Cabinet Sinks • Electric Dehumidifier • Air Conditioners • Water Coolers • Commercial Refrigeration

### Frigidaire "firsts" that your clients want



**Automatic Cold-Control** — the "brain" that maintains desired safe temperature — from top to bottom. Remember, in a refrigerator, it's temperature that counts.



The famous **Meter-Miser** is now improved — is even quieter, more compact, more efficient. And it's precision-built like the finest watches, is the simplest of all refrigerating mechanisms, is sealed-for-life against dirt, air and moisture.



**Quickcube Ice Trays** come free instantly — pop ice cubes out whole and unmelted at a lever-touch — freeze cubes quickly because these trays are all-aluminum. Never any messy sink-splashing. No prying, no chipping. Only Frigidaire has Quickcube Ice Trays.



**Full-width, two-compartment Hydrator** keeps fruits and vegetables — ½ bushel of them — fresh and moist longer. Entire Hydrator slides out smoothly on quiet roller bearings even when packed full of food. Glass top gives full view of contents.

# Briggs presents { A NEW BRIGGS VITREOUS At New

**NEW, NEW, NEW!** A complete line of *vitreous china* lavatories by Briggs to add to the already outstanding line of Briggs Beautyware plumbing fixtures and brass fittings!

**SMART, SMART, SMART!** A wide variety of fixtures and fittings to harmonize with any decorative scheme for new homes or modernization work! **DIFFERENT, DIFFERENT, DIFFERENT!**

Yes . . . full of design features you'll find in no other lavatories! **COLOR,**

**COLOR, COLOR!** Sandstone . . . sky blue . . . sea green . . . ivory. **FOUR** exciting colors, plus white, moderately priced to fit every building budget.



## The new Briggs Beautyware lavatories are:

- 1 **THE WHITTIER** (B-3210 HT), 19" x 17", shelf back, wall pattern, with chromium towel bars. Also available with chromium plated legs.
- 2 **THE WHITMAN** (B-3310 HT), 20" x 18", ledge back, wall pattern, with chromium towel bars and soap depression. Also available with chromium plated legs.

- 3 **THE LONGFELLOW** (B-3280 H), 22" x 14", shelf back, wall pattern, with soap depression. A great space saver due to its narrow front-to-back dimensions.
- 4 **THE WHITMAN** (B-3370 H), 24" x 20", ledge back, with chromium legs and towel bars, soap depression.
- 5 **THE WHITTIER** (B-3270 HT), 22" x 18", shelf back, chromium legs and towel bars, soap depression.

## LINE OF

# *Beautyware* CHINA LAVATORIES *Low Prices!*

### Points of superiority in Briggs Beautyware vitreous china lavatories:

- Ample shelf space—"beaded ends and back"—prevent side soiling.
- Double front corner concealed overflows with smooth underbowl front—no unsightly bulge—installation made easier—no cramped quarters.
- Deep anti-splash rim—non-splash with valves open.
- Deep bowl—greater water capacity.
- Special safety-wall-locking feature—"fixture cannot come off hangers".
- No-slip hexagonal towel bars—attached to lavatory, front and back.
- Special easy-fastening methods for towel bars and legs.
- Attractive fittings—hug the back—black index supply handles—quick opening valves.
- Priced right—smaller premium for color.



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# BRIGGS *Beautyware*

# Investment Protection

## REYNOLDS

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New Stipple-Embossed •  
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Snap-Seal Roofing,  
Weatherboard Siding •  
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Roofing • Industrial  
Corrugated • Half-  
Round and O. G.  
Style Gutters and  
Downspouts •  
Residential  
Windows, Casement,



Fixed and Picture Types • Reflective  
Insulation •



Flashing • Nails •  
All Accessories  
• Alumi-Drome  
(all-purpose prefab)



**REYNOLDS METALS COMPANY,**  
Building Products Division  
Louisville 1, Kentucky

IF YOU SEE JUST  
YOU KNOW IT'S NOT  
ALUMINUM



REYNOLDS  
*Lifetime* ALUMINUM  
BUILDING PRODUCTS

#### MAIL THIS COUPON

Reynolds Metals Company,  
Building Products Division,  
2016 South Ninth St., Louisville 1, Ky.

From the listing above, I am particularly interested in the  
following products. Please send complete information.

Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## To the Editor . . .

Dear Editor:

The June issue, just in hand, is a joy to behold. I am particularly interested in your editorial, "Stop Defeatist Propaganda." Personally, I have been lecturing over the state on advertising and selling at our educational conferences, and have been preaching hard the very thing you are hitting in this editorial.

For 30 days, now, I have been trying to write an article for our California Real Estate Magazine on "Trends," but until your editorial came in, I haven't had just the right angle. At once, what I wanted to say came into my mind, and I wrote the enclosed for our magazine. I did not think it necessary to wait for your permission, as I know you wish your fine article to have as large a circulation as possible. It is just what we need most urgently here in Long Beach, and on the Coast.

A little illustration: One of our leading realtors called on me and I let him read my article — it was just finished. It seems he had prepared and printed 300 circulars to send out to owners of apartment buildings, asking for listings, and telling them they had better sell as prices might go down still further. He handed the article back to me saying he was going home and burn up those circulars instead of sending them out. I tell you honestly we need that kind of gospel and doctrine preached to us hard right now, and I want to congratulate you on leading out in this manner.

—James Garth  
Long Beach, California

Dear Editor:

"Thought you might like to hear from a genuinely satisfied customer.

Several months ago a friend of mine sent me a copy of NATIONAL REAL ESTATE AND BUILDING JOURNAL to show me an article which included his picture. I was so impressed with the magazine I immediately sent in my application for a subscription. I now have received four copies and have become even more sold with each issue.

It seems almost uncanny the way your articles are so timely. The issue dealing with "Is Your Selling in Line for '49?" was the most wonderful collection of selling ideas I ever read. I keep it filed for handy reference and have quoted many of the articles in my sales talks. Also your editorials each month have given me a great deal of satisfaction. They seem to always contain ideas I have and are worded just like I would like to word them.

It seems to me your magazine is a 'must' for anyone dealing in real estate or home building. I feel as though I am doing a favor to anyone in this field to recommend your magazine.

Good luck to you and keep my issue coming every month.

—August L. Huber, Jr.  
Kansas City Missouri

Gentlemen:

I would like to secure an extra copy of the May issue of the Journal. The article by John Wagner is tops and I want to preserve it.

—Cliff Johnson  
Davenport, Iowa

A. M. O.

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**PROPERTY OWNERS :** For a list of your nearest **ACCREDITED MANAGEMENT ORGANIZATIONS**, write the Institute of Real Estate Management, 22 West Monroe Street, Chicago 3, Ill. (Affiliated with the National Association of Real Estate Boards.)



\*Firms displaying the A.M.O. emblem have submitted to, and passed, a careful scrutiny of their operations, as to both experience and financial responsibility.



## Linoleum, Tile, Carpeting— All Need This Better Base Panel

INTERIOR-TYPE  
Douglas Fir Plywood  
**PLYBASE**  
GRADE B-D  
D.F.P.A. INSPECTED



PlyBase is a new grade of Interior-type Douglas fir plywood with a face of B (solid) veneer, and a back of D veneer. All sanded both sides. For full details on PlyBase use and application, see Sweet's File, Architectural, or send for the new 1949 Basic Plywood Catalog. Write the Douglas Fir Plywood Association office nearest you: Tacoma Bldg., Tacoma 2, Wash.; 848 Daily News Bldg., Chicago 6; 1232 Shoreham Bldg., Washington 5, D. C.; The 500 Fifth Avenue Bldg., New York City 18.

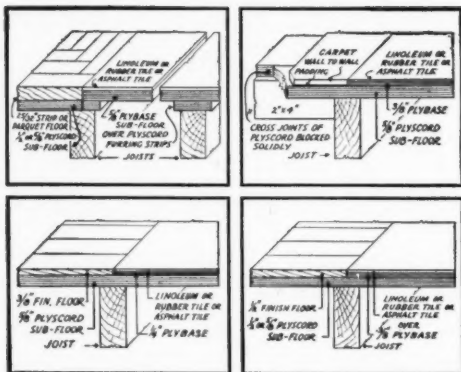
**PLYBASE THICKNESSES:**  
3/16", 1/4", 5/8", 1", and 1 1/2".

**PLYBASE WIDTHS:**  
30", 36", 42" and 48".

**PLYBASE LENGTHS:**  
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## PLYBASE Makes Coverings Look and Wear Better!

### SUGGESTED DETAILS FOR THE USE OF PLYBASE IN TYPICAL FLOORING JOBS



### For Subfloors—PLYSCORD

Under PlyBase or any type of finish flooring, PlyScord is the ideal subflooring. The big panels of PlyScord cover joists quickly, provide a smooth, even surface that's strong, rigid, tight and draft-free. Identified by the "grade-trademark" at the right.



PlyBase is the ideal base material for all types of modern wall-to-wall floor coverings. Joints are reduced to a minimum; the covering is smooth, firm ... looks better, lasts longer.

Sanded smooth, PlyBase presents a tight, solid surface. The large panel sizes go down quickly, are easy to handle, save time and labor on the job. Use PlyBase on remodeling work, too, as a firm surface for new coverings over old, rough, worn floors. And on walls, PlyBase serves as a backing for wall tile and over finish coverings which require a smooth, solid backing.

Specify PlyBase—identified by the grade-trademark shown above!

**Douglas Fir  
PLYWOOD**

LARGE, LIGHT, STRONG

**Real Wood Panels**



# NATIONAL REAL ESTATE and BUILDING JOURNAL

Established in 1910

VOLUME 50

NUMBER 8

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## Men at Work

I OFTEN wish that the men who talk so venomously of the "real estate lobby" or who rant and rave about the high cost of homes, new and old, or who call the building industry antiquated, or who say that we are not building in price brackets for average income — I often wish such critics would get a closeup of the real estate men and home builders they are decrying.

Take a certain realtor-builder we shall call Mr. Jones, who lives in a metropolitan area. He is typical of thousands. He is an earnest, sincere, honest, conscientious citizen. Within two weeks he will launch a large project of homes in the \$7000 class in his subdivision along with apartment units which will rent as low as \$60 a month. Of late he has lost 10 pounds in weight, and looks like he has lost 40. He is pouring his life's savings into the venture, and mortgaging his credit and prestige to the limit. He doesn't dare fail.

This man and his associates know how to build houses and apartments efficiently. If there is any new or improved design or technique in the business, I am confident that he either has it or has explored it. And because he has a well-established real estate business of high reputation, he knows what the public wants.

Here is a man who symbolizes free enterprise. Are his prices too high? They are set to yield only a fair return on his investment, without recognition of the sleepless nights or the investment jitters. It isn't his fault if what he is producing **should** — to meet the Utopian dreams of a home-hungry public — be 10% or 20% or 30% less in price. This man doesn't actually set the price. He is the man on the assembly line, who takes the rap (and the gamble) for the end product. Even the existing houses which he sells are priced — not by him — but by prevailing costs and the prevailing market.

This man is building housing units about as far down in the price bracket as he believes it possible in his area to build, and still give lasting value. Like the automobile manufacturers who refuse to strip down their cars to midget size to reach a lower price bracket, he sees no justification for building midget houses. If you build enough good cars at a moderate price, you will bring down the price of used cars; if you build enough homes at moderate prices, you will bring down the price of used homes. That filtering-down system is still the only practical way to provide lowest price merchandise.

Of course such a man is part of the "real estate lobby." He believes, as does everybody in the industry, that the men in high office who attack the real estate and building industry, are doing it principally because it is politically expedient to do so. Builder Jones needs to band together with others of his kind to try to stop the multitude of obstacles which are put in his way by the very men who say he isn't doing enough.

Realtor-Builder Jones has weighed all the hazards, not alone of delays and accidents and human frailties and changing markets, but of our private enterprise economy as well. He is betting heavily that America will go forward. He has faith in the future.

Give us enough men like Realtor-Builder Jones, and the politician charlatans who abuse him won't have a chance. Sooner or later the public is going to give full recognition to the achievements of the men who are doing the job that everyone wants done.

*the editor*

# HOW DO YOU SELECT AND TRAIN YOUR SALESMEN?

**Here's what most real estate and home building offices do....**

- Screen applicants by comprehensive interviews
- Use some aptitude testing methods
- Give instruction plus demonstration for training
- Require intensive reading of real estate publications
- Require attendance at all sales meetings
- Put beginners under supervision of experienced salesmen
- Pay on commission basis, or commission plus small salary

**By BOB FAWCETT**  
Managing Editor

**D**O you select a new salesman by "hit or miss" methods, then put him on your sales force at office routine, checking listings, sharpening pencils?

Or do you have a basis for selection and give him an orderly course of instruction?

Do you have him work with an experienced salesman for a training period?

Do you pay him during this basic training program?

The **Journal** asked a cross-section of readers to answer questions like these. The answers reveal a wide variety of techniques, but certain conclusions can be drawn from the survey:

1) Most real estate and home building offices accept or reject applicants on the considered judgment of the company's executives, rather than by scientific tests of aptitude. Factors affecting the decision include: appearance, education, experience, personality, family background, ambition, reliability, imagination, interest, financial stability.

2) Most offices provide some form of instruction, usually by the head of the company or the sales manager, augmented by prescribed

reading, and attendance at sales meetings.

3) Second most popular training technique is almost immediate work in the field with a senior salesman. This can vary from being a mere onlooker to being a junior salesman credited with a portion of the sales commission for transactions consummated.

4) A majority do not favor paying beginning salesmen a compensation except as it is a portion of commissions earned.

5) A majority of offices use a combination of instruction plus demonstration techniques.

"HIRING A SALESMAN, purely as a result of an interview is extremely difficult," says Alexander Summer of Teaneck, New Jersey. "Some of the individuals who have not shown up too well in an interview turned out to be the most capable salesmen. Similarly, those who seemed almost brilliant during an interview turned out to be very disappointing. However, we try to determine as accurately as possible the prospective salesman's capacity for work. We are convinced that a brilliant salesman in the course of years is never as desirable a producer as is a steady plugger. We are

indeed fortunate when we find a combination of the two.

"Loyalty is one of the key requisites of any salesman. If, during an interview, we find the salesman knocking his former employers, we are soon convinced that he would not be an asset to our organization.

"In our experience we have found that a real estate background is not too important in employing the salesman in our residential or leasing departments, though experience plays a major role in selecting men for industrial, commercial or investment real estate.

"DURING THE INTERVIEW," says Mr. Summer, "we paint a black picture and show all the disadvantages of the business as well as pointing out the possibilities. We try to be as realistic as possible and let the man know that some time may pass before he will get into full production. This, in itself, is a good index to the man's character, interest, enthusiasm."

THE JOB OF MEETING PEOPLE being one of the most important in the real estate business, many executives test applicants by introducing them to as many people as possible, both inside the office and out. This method points



Age of applicant is not considered a primary factor by real estate and home building executives, but ability to inspire confidence is of major importance. After applicant has completed questionnaire, one builder emphasizes disadvantages of the business, thus testing their enthusiasm

J. Wesley Buchanan, realtor-builder of Washington, D.C., has applicants fill out the questionnaire below. Answers to the questions form a basis for judging applicant's social and economic background, experience, education. If application is okayed, more personal interviews are given

up personality traits, provides the reactions of a variety of people to that personality.

Some companies have more detailed methods of screening applicants. Hodel & Company, Houston, saves valuable time and cuts the cost of salesman turnover by requiring applicants to fill out personal data sheets, take aptitude tests. The data sheets cover such items as education and work background, social and economic background, family status and living conditions. If this shows that the applicant is a "good risk," the aptitude test determines the applicant's ability to become a good salesman, indicates his interests, type of temperament, amount of intelligence. Between 15 and 20% of the applicants survive the appraisal through the testing program. The other 80% fail because of emotional immaturity, lack of good appearance, social or family drawbacks.

A similar test is given by J. C. Taylor of Upper Darby, Pennsylvania. An aptitude test, entitled "Personal Inventory of Basic Factors," is given all applicants. The test is divided in four sections, deal with aggressiveness, stability, reasoning power, occupational in-

**J. Wesley Buchanan**  
Realtor - Builder  
1010 E. Street, N. E.  
WASHINGTON, D. C.

**APPLICATION FOR EMPLOYMENT**

1. Applicant desires to: ☐ Sell ☐ Buy ☐ Rent ☐ Lease

2. Applicant's name: \_\_\_\_\_ Age: \_\_\_\_\_ Sex: \_\_\_\_\_

3. Applicant's address: \_\_\_\_\_ Phone: \_\_\_\_\_

4. Marital status: ☐ Single ☐ Married ☐ Divorced ☐ Widowed

5. Indicate your physical habits:

6. Record all education, grade school, high school, college, degrees held, etc.

7. If you were a car salesman, please indicate the car sold on 8.

8. Check all conditions for sale of cars, such as license, insurance, selling, etc.

9. Check all conditions for sale of cars, such as license, insurance, selling, etc.

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20. Check all conditions for sale of cars, such as license, insurance, selling, etc.

terests. Mr. Taylor says, "Since training is expensive in both money and time, we believe these tests are of value."

ALTHOUGH AGE is not a primary factor, most offices prefer salesmen more than 30 years old. Bruce Holman of Oakland, California, makes this typical comment, "Age in our organization is not a bar to employment as we prefer to have salesmen in each age group. However, men over 30 are preferable because many investors feel that anyone under that age would lack mature knowledge of values and the wisdom necessary to give competent advice to clients."

However, some executives prefer younger men, according to one realtor because "they are more easily trained."

John R. Worthman, Fort Wayne, Indiana, says, "If the applicant is

inexperienced, he should be 30 to 35. If experienced, he should be 35 to 45. We want both young and older men for a balanced organization."

"As long as the applicant can instill confidence, age is of little importance," says Robert C. Cooke, Birmingham, Alabama.

VARIOUS TRAINING METHODS are used, including personal instruction, intensive courses in the various phases of real estate, sales meetings, tutorage by an experienced salesman, required reading of real estate books and magazines.

"In the case of a new salesman who has had no previous real estate experience," reports J. Wesley Buchanan, Washington, D. C. — a typical answer — "we usually give him two weeks to 30 days in a probationary period. We instruct him in methods of selling, methods of

1. Are you a native born citizen of the United States?

2. If you are not a native born citizen, when did you become a citizen?

3. Have you ever been declared a bankrupt or insolvent?

4. Are you able to furnish collateral for a loan of \$1000?

5. What is your religious preference?

6. How many and names of those relatives are related to you known to, or known by, you?

7. How many and names of those relatives are related to you known to, or known by, you?

8. How many and names of those relatives are related to you known to, or known by, you?

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19. How many and names of those relatives are related to you known to, or known by, you?

20. How many and names of those relatives are related to you known to, or known by, you?



Most executives make sales meetings compulsory for all new salesmen. In these meetings they hear discussions on how to handle clients, current problems, company policies.

listing, the law governing real estate, and the ethics of realtors. We also insist that he read at least one of our books on the general practice of real estate, and thoroughly familiarize himself with our office rules and procedure.

"We usually attempt to let him do listings at first and then have the sales manager close all sales for him until he is qualified to act for himself."

Ray Dolan, St. Louis, says, "Every new salesman has an interview with each department head in our office to learn the functions of the various departments. The sales manager gives the applicant sufficient time to learn the operation of the sales department according to the rules of the company. If the applicant is completely new to the business, he is screened to test competency in passing the state examination."

**"EVERY SALESMAN IS REQUIRED** to attend our daily sales meetings at which company officials discuss such things as financing, contracts, sales forms. Each week we take a bus trip to inspect and appraise all of the listings that have come in since the week before."

J. E. Miller of Geneva, Ohio, pre-

scribes a list of real estate books and office regulations for study by new salesmen. "New men accompany our best listing salesmen when listing at least five properties and write a 100-word description plus a recommendation for the best method in selling each property. They also must be present at property showings, when financing is arranged, and during the closing. Every applicant is obligated to attend any real estate courses which are offered and reasonably convenient to attend."

**MANY EXECUTIVES USE** a training method like that of Ralph A. Hunt, Studio City, California, who gives a two-month comprehensive training program in listing, evaluating, presenting, qualifying lists, qualifying buyers, telephone technique, handling multiple listings, equipment, allocation of time and effort, use of forms, selling aides, follow-up and follow-through, financing and closing techniques.

Mr. Holman reports, "The first week or two we insist that salesmen do nothing but inspect hundreds of properties for sale in all parts of the city in order to gather first-hand knowledge of market and selling

values. Following this he spends several weeks listing properties, not just at random but by systematic checking of every parcel of property in a city block. Then he is given personal training in qualifying buyers and selecting the property to fit the buyer. In most cases he is then ready for the job of selling."

**APPLICANTS ACCEPTED** by Jackson Potter, Syracuse, New York, are taught the basic principles of real estate and assigned to office work only for two weeks. "We then place them on a trial for one month. They need not necessarily produce a sale in that month, but they must show satisfactory progress."

Albert E. Beck, Jr., of Brooklyn, believes, "The best method and results are obtained by starting a new man in the management department, preferably as a rent collector, so that his basic training will be fundamentally sound."

"We do not have our men go through a long instruction period," says J. A. Nickerson of Omaha. "If a new man has the necessary qualifications to pass the license examination, he should be able to start right out and sell real estate."



"All new salesmen are supplied with books containing listings and photos of all the properties we have for sale. He must inspect all of these properties.

**"WE START THE SALESMAN** OUT the first Sunday by putting his home phone number in the ads for five or six of the houses we have offered for sale. It is his responsibility to follow up on each phone call and report to the sales manager or myself."

George A. Kuhn, Indianapolis, says, "Accepted applicants spend their first six months in office routine, their next six months in limited selling. Their advancement is dependent upon capacity after the first year."

**MOST EXECUTIVES**, like Mr. Kuhn, believe new salesmen should be under the supervision of experienced salesmen. Mr. Kuhn comments, "A senior salesman is responsible for every new man. His supervision is paid by getting an override on earnings of junior salesmen over a period of time, depending on the circumstances."

Barney Treacy of Lexington, Kentucky, and Fenton M. Parke of Buffalo, require university courses in real estate and selling.

In the office of Lee K. Silloway, Detroit, new salesmen are put under the supervision of branch managers or men in charge of specialized departments. O. G. Lachmund of Duluth has an experienced salesman accompany the novice until one or two sales have been consummated.

**PERIODS OF APPRENTICESHIP** for junior salesmen in Mr. Summer's organization vary from six months to a year, depending on the phase of the business the man is entering. At first, these men check listings and keep them up to date. That is followed by another period where they accompany senior salesmen on all calls. In the third phase they begin to handle customers, but in all cases the junior salesman introduces them at some time during the negotiation, to a senior salesman to be sure they are properly handled.

Some executives, however, say that this arrangement is unsatisfactory, especially for too long a period. Joel L. Schlesinger, Newark, says, "Many experienced salesmen acquire bad habits and these habits can be given very easily to new salesmen. I believe a new man should form his own habits. An intelligent man, with some supervision from the head of the office, can produce satisfactory results."

**A VARIETY OF PLANS** are used for paying salesmen, though a slight majority of the offices favor a commission rather than a salary plan. Harry M. Seldon of Detroit, reports — a typical comment — "Salesmen do not require compensation during their training period. If a salesman is anxious to succeed in his undertaking he will work harder on a commission basis rather than on a drawing account. Our experience has taught us that we have ruined many men by putting them on a drawing account."

Mr. Buchanan says, "We never pay new or old salesmen, regardless of the length of time they have been with this office. A salesman is paid one-half of the commission received by this office (minus listing commission or any necessary legal fees) and this commission is due only when final disbursement has been made to this company by the title company, or whoever settles the particular case."

Adrian O. Murray, Elizabeth, New Jersey, puts new men on a drawing account and commission, "the drawing account to avoid worry and the commission to encourage and create incentive."

D. C. Johnson of Terre Haute, says, "A new salesman should be paid according to his ability to produce. The employer should be willing to underwrite up to 50% of salary or drawing account for six months for a good prospective salesman."

**"NEW SALESMEN SHOULD BE PAID** a minimum living expense for about six months," says Mr. Worthman, "and thereafter a limited drawing account plus commission."

In Mr. Summer's office, salesmen work on an incentive plan. Each salesman has a base commission, but if his sales exceed a fixed minimum, he is paid a higher percentage retroactive to the first of the year. Should he reach a still higher volume of business during the year, he is paid a still higher percentage, also retroactive. "This is paid in one lump sum at Christmas," Mr. Summer explains. "It is amazing how many extra sales are made in December (commonly a quiet month) by salesmen who are straining every effort to produce one or two sales more which would put them in a higher commission bracket."



"I don't know, Mac — you'll have to ask the guy that hired us."

# WE ASK EXPEDITER WOODS 12 QUESTIONS

For better or for worse, the Journal asked the government administrator of rent control to answer numerous charges levelled at his office and at the administration of rent control. Here are his answers to our 12 questions

**1) How many communities have decontrolled since the new rent law went into effect, and how many rental units were involved?**

Decontrol actions from April 1, 1949 to June 20, 1949 are as follows:

		1940 Population	Estimated Rental Units
By Housing Expediter	120	3,021,444	246,692
By Local Governments	35	554,797	115,567
By Advisory Board	3	415,797	63,973
Total	158	3,991,865	426,232

**2) What leading cities and states have taken action on decontrol?**

The only major cities which have taken action to lift rent control are Knoxville, Tenn. and Dallas, Texas. Other small cities which have taken such action include Amarillo, Texas; Daytona Beach, Florida; and Tucson, Ariz. The remainder are considerably smaller communities, many of which are resort towns.

The state legislatures of Nebraska, Texas, have passed resolutions eliminating Federal Rent Control. Up to the present time, only the resolution of the Texas legislature had been received by OHE. The legislature of Florida passed a decontrol resolution, but it was vetoed by the Governor. The legislature then passed local bills decontrolling Miami, Tampa and Lakeland. Resolutions were introduced in Oklahoma, Tennessee and North Carolina, but the legislatures adjourned without taking action. According to present law, Federal rent control cannot be put back into effect in these communities and states, even though an emergency might arise which would make controls necessary for the protection of the people.

Controls can only be restored when they have been removed by action of the Housing Expediter or the local Rent Advisory Board. (Except for cases decided by the Emergency Court of Appeals.)

**3) Is it possible to estimate how many communities and units will be decontrolled over the next 12 months?**

No accurate estimate can be made of possible decontrol actions, either by local governments or by this office. However, we are constantly making surveys of

local rental housing conditions in all areas where there is even the slightest possibility that rent control is no longer necessary. Whenever we find that the need for rental housing has been favorably met, we will advise local officials of the facts we have found, and if they concur in the action we promptly eliminate controls in that community.

It is the intent of the Congress that rent control shall be eliminated as quickly as possible. And it is the policy of this agency to carry out that intent. I believe that the best evidence of our policy lies in the action we have taken. As I pointed out previously, I have lifted controls on approximately three times as many communities as local governments.

**4) What is your answer to the charge that you infringe on a state's rights when you personally try to influence state action on de-control, as in the case of your visit to Governor Jester of Texas?**

It is not now — and has never been — the policy of this agency to "infringe on state's rights" in connection with the provision in the present rent law for the elimination of controls by states and municipalities. Several state governing bodies have considered decontrol, and some have passed such measures. But I have at no time — nor in any way — sought to "infringe" upon their rights or to attempt to influence their actions.

In the case of Texas, I simply went to confer with officials on the legality of a specific recontrol provision which was at one time included in the decontrol law under consideration. However, that provision was revised before final action was taken by the legislature.

**5) Property owners say that the "fair net operating income" formula allows them little relief because a petition for relief requires cost records of major repairs for the last 20 years, and also because the years 1939-46, used as the basis for calculating fair income, were actually three and one-half "bad years" plus four and one-half years of rent control. Do you have any observation to make on this point?**

First, I would like to say that we do not consider the formula for "fair net operating income" is sacred.



Housing Expediter Tighe E. Woods

When we created it, we simply tried to arrive at something that was practical and as fair — on a national basis — as we could possibly make it. I think all real estate dealers and builders should know that I discussed this problem with representatives of all the affected interests — with real estate people, builders, labor, veterans, and others — before I established the "fair net" formula. Not one practical suggestion for improvement was offered. However, if any one has a workable, useful idea I'd like to know about it.

The two specific criticisms in your question are obviously based on a lack of understanding of the "fair net" provision.

When a landlord petitions for an increase under "fair net," we ask him to indicate the cost of major repairs in order that he may include these expenses under his operating costs. If such expenses were not taken into account, then obviously the landlord would not be submitting information on the full cost of the operation of his property. This would reduce the possibility of his obtaining a "fair net operating income."

Also, our choice of basic years is entirely in favor of the landlord, instead of unfavorable, as your question indicates. The years from 1939 to mid-1942 were years when rental incomes were good and vacancy rates were normal. If we had taken any other years within a 20-year span, we would have encountered "depression" conditions, which certainly would not have been favorable to landlords. It is true that mid-1942 through 1946 properties were under rent control, but those years were favorable also to landlords, since there were virtually no vacancies. Also it was no longer necessary for landlords to spend money to attract tenants, and the volume of services rendered by landlords was greatly decreased due to the scarcity of materials and

labor. Frankly, I do not see how we could have chosen any more suitable basic periods.

**6) Isn't it true that continuing rent control makes it impossible for rental property owners to keep up their property?**

No, it is not true. Under the present law we are virtually guaranteeing landlords increased rental income for keeping up their property, improving it, or for increasing services. There is no longer any such thing as freezing rents at 1942 levels. We not only grant increases in rent to cover the cost of improvements, but we also include in such increases an allowance for the increased value of the property due to the improvements.

Under the present law local Area Rent Directors have full authority to administer rent control in accordance with local customs and rental property practices. In addition to increases in rent on the basis of the "fair net operating income" formula, increases are being granted on the following grounds:

- (1) For major improvements such as a porch, new plumbing or heating equipment or a group of repairs that rehabilitates a piece of rental property.
- (2) For a substantial increase in services, furniture or furnishings. Any increase in services because of increased occupancy is also considered grounds for an increase in rent. Furthermore, any landlord can obtain an adjustment to compensate for the increased cost of the service provided.
- (3) Where the local director finds that rent has been frozen below the rate for comparable rental units in the area.

*(Please turn to page 44)*

What are **YOUR** Answers?

Really workable information on house design and construction comes only from men who are actually building and selling homes, who know the market and its housing demands. Your answers to the questions below will contribute to a questionnaire which should prove of unusual value to men who build homes for sale or for rent. The questions are so arranged as to be easily and quickly answered. Your answers in return will be appreciated.

**RALPH H. CLEMENTS**  
Editor and Business Manager  
NATIONAL REAL ESTATE & BUILDING JOURNAL

How many homes are you building this year? **120**  
 From October 1, 1948 to **2,500**  
 How many do you plan to build next year? **200**  
 How many more (next year) for sale? **200** for rent? **15** specially designed for client? **3**  
 Are you interested in future prefabricated homes? **No**

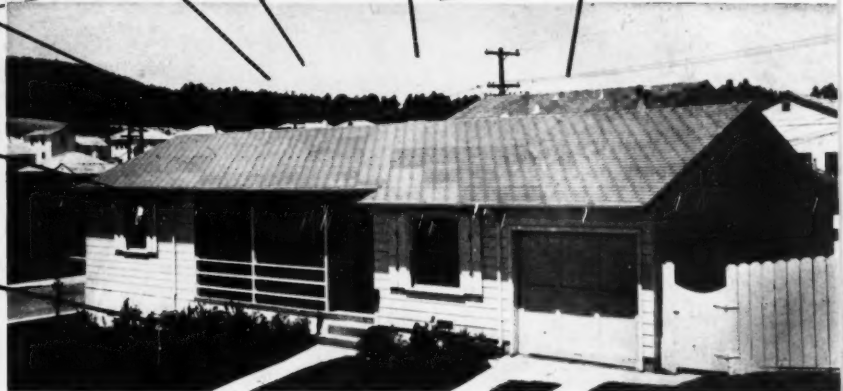
**ARCHITECTURAL STYLE**  
 1. Which architectural style are most acceptable to your area?  
 (Please check three most suitable.)  
☒ Traditional (Cap Cod, American Foursquare, Georgian, English, etc. made to last sturdy period)  
☒ "Midwest" (Flat roofed, strictly functional)  
☒ "Modernized traditional" (A blend of both, Ranch House and other contemporary styles, showing traditional features)  
☐ In the strictly "modern" styling in popularity in your region? **No**  
 2. Do you prefer the materials and trends of development in your home?  
 (Check three most popular.)  
☒ Wood  
☒ Brick  
☒ Concrete  
☐ Other: **None**

**Number of bedrooms** — **2 1/2**

**Number of closets** — **5**

**One of 8 1/2 basic plan**

**SALES PRICE** — **\$13,790**



Here's today's average built-for-sale house, based on results of a comprehensive survey

## Survey Shows Upward Trend in Built-for-Sale Housing

**J**UDGED by a comprehensive Journal survey just completed, operative builders are building more homes in 1949 than they did last year, and they plan still greater activity next year, despite the multi-billion dollar public housing program and predictions of depression.

Obviously, answers to the four-page questionnaire sent to 2500 Journal readers are contrary to the predicted economic trend of the nation's business. One of the only conclusions that can be drawn is that established operative builders are enlarging their operations to satisfy the housing demand, while those inexperienced builders who speculated on the post-war "boom" are finding the more-competitive market too tough and are dropping out of the building picture.

Results of the survey show that each operative builder will construct an average of 57 homes for sale, an increase of 32%, or 22 homes, over 1947, when an identical survey was taken. Answers to this question, one of 50 asked in the questionnaires, varied from as few as eight houses each to as many as several hundred.

Survey results were computed according to regions to discover any significant trends. This compilation showed that the highest average of homes being built is in the Mountain states with 148 per builder. The Pacific area comes next with a 93-home average; then the North Central with 75. Other sections follow close behind, with New England builders constructing an average of six.



And Journal readers have big plans for next year. They'll each build an average of 68, and previous experience with this type survey shows that the figure probably won't be far off. In 1947, readers told Journal editors they would build an average of 51 homes in 1948. Final statistics for last year show that they built slightly more than that.

And what about prices? They've made a substantial increase. Homes are being built to sell at an average price of \$13,390, while the average in 1947 was only \$8758, a 35% increase.

Several conclusions can be drawn from the higher price average. More luxury-type homes are being built because of increasing availability of quality materials and equipment. Builders are striving to construct marketable houses in the under-\$10,000 price bracket but are finding labor, material, and land costs boost the prices to \$11,000 and \$12,000. There is a decreasing demand for homes in the \$15,000 to \$20,000 price range, consequently less activity in that market.

In New England, average price of homes is \$22,000; North Central, \$15,652. Lowest price average, \$9,387, was reported from the South Atlantic states, probably because of lower heating requirements, basementless construction. Surprisingly enough, the South Central reported a higher average price, \$12,461, than the Middle Atlantic, South Atlantic, Mountain, and Pacific areas. (Prices were calculated by an average of returns, not houses.)

Operative builders are concentrating on "traditional" and "modernized traditional" architectural styles. A total of 46% checked off "traditional", defined in the questionnaire as "Cape Cod, American Farmhouse, Georgian, English, etc., more or less strictly period." This showed an 8.3% drop in popularity from the 1947 survey. And, strangely enough, "modern", defined as "flat-roofed, strictly functional," received only 1.6% of the votes, a decrease of 1.6% from 1947.

Leading the architectural popularity poll with 52.4% is "modernized traditional," which was defined as "a blend of both (the two styles mentioned); ranch house and other contemporary styles, showing traditional heritage." In 1947, this style was second in popularity to "traditional", but received an 8.6% boost this year.

When asked the minimum lot size in their area, the answers

(mean) were: 51.29 feet by 118.63 feet, or slightly above 50 by 118.

(This is natural. Men who build homes for sale or for rent invest their money in conservative styles. However, in answer to the question, "Is the strictly 'modern' gaining popularity in your opinion?" the answers were "Yes" from 37%, and "No" from 63%.)

Answers to minimum lot size in the various areas result in a mean of 51.29 feet by 118.63 feet, or slightly above 50 x 115. The "most desirable" size checked was 72.9 by 132.38, or larger than 70 x 130. In 1947, answers to the "most desirable" size averaged 67.32 by 137.18, less wide but slightly deeper than indicated in the 1949 survey.

Builders are requiring a fraction less downpayment on the purchase price, using more FHA financing and fewer GI loans than reported in the 1947 survey. The downpayment required averages 19.4%, 1.2% less than previously. A total of 88.1% of the builders reporting use FHA insured mortgages, 9.1% more than in 1947, and 72.2% use GI loans, 10.7% less than reported in 1947.

Typical comments from various sections, particularly the North Central and Pacific areas, indicate that GI loans are increasingly difficult to get. Following are some of the comments: "The GI appraisal was less than the cost of the last 10 houses, so it was dropped." "For a California veteran, more cash is needed than available through GI, FHA, or non-FHA, but we understand that the new state bill may change that." "We have VA appraisals at our selling price and are marketing homes to veterans at no downpayment." "GI loans are too uncertain and require a long delay to negotiate." "GI and FHA loans are not available in this part of Ohio."

Nearly twice as many basic plans are being used to build homes for sale, indicating that builders are

striving for variety in their projects. This year, builders are using 8.1 plans. In 1947, they used 4.4. The houses, too, are becoming a fraction larger with more three-bedroom homes being reported than previously. However, the average number of rooms is 5.3, just .2 more than in 1947, and the average number of bedrooms is 2.5, at .12 increase over the previous survey.

Do buyers prefer dining room or dining area? This year, builders give the nod to dining area in 56.5% of the cases; to dining room in 43.5% of the cases. This shows some change in thinking over the 1947 results which gave a slight majority of votes to dining rooms.

Quality construction is still tops on the list of items which builders feature most, but good design and good location follow close behind. Due to stringent financing regulations, builders are also stressing easy financing. Other items featured most, all closely grouped in popularity, include, in order of frequency of mention: large windows, attractive bathrooms, large lots, ample storage rooms, good paint, automatic heating, good roofs, linoleum, millwork, completely equipped kitchens, air conditioning.

And Journal readers, realizing that the market is becoming more competitive, are putting additional emphasis in advertising and demonstration on nationally-known products which add salability to their houses. Consequently, they are devoting more of their time to the personal selection of materials. A total of 95.3% say they themselves make the product selections for their homes, a 1% gain over the previous survey.

To the question, "Should the price of a complete house include landscaping?" the answers were "yes" 63.9%, and "no" 36.1%. When asked "How do you help buyers landscape their lots?" the following answers were written in,

(Please turn to page 48)

## How the Survey Was Taken

A total of 2500 four-page printed questionnaires, each of which asked 50 specific questions, were sent out last month to a cross-section of 10,550 Journal readers.

Questionnaires were sent to readers whose names were taken at random from subscription lists, divided by states according to population.

Returns were classified and averages computed by sections of the country to show any regional trends. Survey results in this article are compared with the results of an identical survey taken and handled in the same manner in 1947.



# Finding Your Prospects

By A. JASPER MOORE  
Washington, D. C.

**I**T IS in the field of direct canvassing that the good salesman really proves his worth. It is his reason for being part of the organization. The company does not need him if he is only going to sit around waiting for business, for such business could well and easily be handled by clerks or company officials themselves.

By direct canvassing I do not necessarily mean "door bell ringing" or house-to-house selling. This is only a small part of canvassing, which in its broader sense simply means contacts. Daily contacts with possible purchasers, contacts with those needing or desiring to sell, steady, intelligent work in the field, meeting and talking to as many prospects as you can — this is the prime factor for success.

**Don't neglect neighbors.** Many good, easy deals are lost that are right under your nose. If you sell a property in a certain neighborhood, let the other property owners know of your success. They may want to sell, too, and would appreciate an offer of your services.

If you are offering a house for sale, a neighbor may have a friend or relative he would like to have in his community, for most owners are proud of their homes and environment and will help you by a lead or recommendation.

If the property is a good speculation or investment, the neighborhood grocer or druggist or professional man, usually men of better-than-average means with a stake in their community, may well be prospects. The neighbor who is only renting may decide to become an owner. Neighbors are a short cut to a lot of good business.

**Plan your day.** Try driving from home to office by different routes.



If you are offering a house for sale, a neighbor may have a friend or relative he would like to have in his community, or he may wish to sell his house, too

You may see a group of homes or apartments that would provide listings for you or at least acquaint you with the city's growth. And this will increase your ability to more intelligently discuss your product — real estate. You may learn of some good properties for sale and also pick up a few leads or prospects.

Do your relaxing where people congregate and where you can meet and talk with them. A restaurant is a place where you can frequently meet an old acquaintance or strike up a new friendship . . . good sources for business.

**Give people lifts** in your car when advisable. Join clubs and civic organizations. Sandwich in some volunteer work for the good of your community. It will be repaid by your friends and associates wanting to return the favor by giving business to you.

Take care not to be a bore in such circumstances. Always introduce yourself by full name. Mention your business as soon as politely feasible and include the name of your firm. Then, if you show by

hard work and ingenuity that you know your business, your ability will recommend itself to your associates and they will voluntarily seek you out when they need help in real estate matters. This is what I call "unexpected business" and it is this extra or unexpected business, added to that which you directly consummate, that will make you more prosperous and successful.

**Banks and lawyers** frequently have properties to dispose of for clients and should be contacted. Use your office only to get together your facts on the property you are offering, to make your necessary phone calls, and to plan your day's work. Then get out on the street, into homes and office, and on construction jobs or developments. Keep making contacts!

Repeat business, a ready source of leads, often is easier to close because the way is paved for you by the recommendations of a satisfied client. And you do not have to close a deal to make a friend or satisfied client. If you have served

(Please turn to page 48)



## SUBURBAN STORE SOLVES THE PARKING PROBLEM

Confronted with the problem of customer parking, Milliron's department store in Westchester District, Los Angeles, found a solution in roof parking. Structurally and functionally, Milliron's may well have helped to establish an innovation in the style of suburban department stores by utilizing the roof area



Although it gives the appearance of a two-story structure, Milliron's, designed by Gruen and Krummeck, is actually a one-story department store of 90,000 square feet. Added space for sales area is gained by using free-standing display cases which are placed at an angle to the street so they are seen by drivers without usual dangers of head turning

Broad ramps lead to parking space on the roof and to the main entrance to the store seen in the center of the roof. Additional parking space is provided for at the rear of the building. As added attractions for customers, a restaurant, an auditorium, a children's playroom, a beauty parlor border the roof

The extended caves supported by the vertical louvers serve a double function; they are both a decorative feature and the archway over the approach to the double ramp. Roof parking is convenient for suburban shoppers, most of whom drive, for the main entrance is but a few steps from their car. Milliron's saves the added expense of elaborate first-floor entrances by using the one roof entrance

# THE APPRAISER'S ROLE IN HOME BUILDING

By **DOMINICK DUNN**  
*Appraisal Associates, Inc.,*  
Chicago, Illinois

**To establish accurately the value of new construction, today's appraiser must make a careful check to see that the design is functional, specifications are thorough, and proper superintendence is given. Careful attention to these factors will help eliminate functional obsolescence, the result of "Boom" periods of poor building**

**A**BOUT a year ago a local lending institution sent me a plan and specification of a house to be erected in one of our Chicago suburbs. They wanted an estimate of the value of the finished product as a base for gauging the merits of a loan submitted and to be used for construction of the house.

The plan was well-drawn, but the specification was so ambiguous and contradictory that it was almost meaningless. I returned it to the client and asked that they obtain better specifications.

Some other appraiser must have been less critical, for my client lost the loan.

As another example, last week I received a call from a local firm of lawyers saying they had a case of dispute between an owner and a builder of a house. The owner claimed it was not built according to specifications. The law firm needed an inspection of the job and court testimony as to the conditions found. I asked whether they had the plan and specification. They turned them over to me, and lo! . . . they bore my initials. I recognized them as a set of specifications I had rejected a year ago.

I inspected the building and found one of the worst "Jerry-built" houses I have seen in several years.

We in the United States have the "know how" to erect the best buildings that human skill can devise . . . when careful attention is given to design, specifications, and construction superintendence. But what appraiser who inspects existing houses, anywhere in the country, is not confronted daily with what we call "functional obsolescence"?

First, many people believe that the amount involved (in dollars) to construct the ordinary house is too small to admit the charge for de-

tailed design and specifications.

Second, and more important, are our recurring economic cycles which produce an excess of housing first, followed by some years of little or no building, then a "boom" period when it seems that everyone wants a house.

During the "boom" periods good materials are soon exhausted, prices and profits zoom upward, everybody regularly in the business is overworked. The opportunity for profit is very apparent and it's the time when people who know nothing about building houses become contractors.

It is when this last condition occurs that most of our houses are built, and a very large percentage of them are built by people whose experience in building is not sufficient to prevent functional obsolescence.

Many contractors in this period submit an ambiguous specification because they don't know what a good specification should contain or because they don't want it to be the briefest possible to limit responsibility.

**How is the owner, ignorant of construction detail, or the uninformed lending institution, to be protected?**

A specification for brickwork may be as simple as: "The walls shall be of common brick." Such a specification given to a responsible contractor might result in a splendid building. But such leeway given to some contractors would result in a monstrosity.

Another specification might read: "All masonry walls shall be of the same thickness, using type 'G' hard brick made by John Doe Company for the exterior wall face, with sec-



It is the appraiser's duty to point out to clients the necessity for good plans, complete specifications, constant superintendence, and to make sure by personal inspection that these factors are carried out. It will help curb functional obsolescence, says the author

onds of the same make, or Dalite block for backing. If laid in hot weather, all brick shall be thoroughly wetted before laying. No brick-bats will be accepted. All bricks shall be laid with flat beds and pushed joints. No voids within the wall will be allowed. Interior joints shall be struck and exterior joints "V" grooved. Exterior joints shall not be more than 3/8-inch. All exterior joints shall be laid to a line running from wall to wall to insure uniform level horizontal lines. All wall lines shall be plumb and workmanlike."

**This is only part of the specification for brickwork and, to the uninitiated, it might seem superfluous, wordy. The fact is it is none too thorough. What appraiser has not made an inspection of new construction in the past four years and found brick being laid incorrectly, but because of poor specifications was powerless to do anything about it?**

Do you, Mr. Appraiser, check your plans for error in room arrangement? Do doors swing to a clash? Does a door swing in front of the only space in the kitchen for a stove or refrigerator? Do the stair openings insure proper headroom? Are bathtubs located on outside walls? Are bathtubs set on the floor, or hung to the studs? Will placing of soil stack require cutting into joist?

**I reject any plan with a bathtub set on an outside wall in this climate. The tub takes the temperature of the cold outside wall and is usually under a window where it is dangerous to person and tub to try to open or close the window. If a**



A specification for brickwork may be as simple as: "The walls shall be of common brick." Such a specification may result in a splendid building or a monstrosity, depending on responsibility of appraiser

shower is used over the tub, it is a constant nuisance because water enters the window framing, warps wood, spoils decorations, loosens plaster (unless a double curtain is used.) A bathtub set on the floor settles to whatever extent the joist shrinks, leaving that great annoyance of a crack over the tub line, under plaster or tile, that leaks water. The tub should be hung to the studs; then no such shrinkage can occur.

Joist blocking perhaps causes more plaster cracks than any other single cause. Good specifications will read: "All joist blocking is to be done with metal shims, slate chips, or other material that cannot compress and that covers the full bearing surface of the joist."

**How many times have you seen the best grade of 10-inch joist blocked with slivers of cedar shingles or small sticks of wood that may not cover more than an inch of the surface under the bearing face of the joist? What can you do about it if the specification says nothing about the method?**

Building parapet walls is commonly a bad job because of specification weakness. One concern I know does a business of several million dollars a year rebuilding parapet walls (mostly commercial and factory building) that are built incorrectly and give out within five years. Yet you find many parapets 50 years old still in sound condition.

**A thing so insignificant as putty can cause no end of trouble and expense if not properly made and applied. All of us have seen houses in the past four years where the putty was loose and falling out, permitting water to destroy the sash . . . putty from one to two years old! A good specification will include the formulae for the right kind of putty.**

There are many, many examples where lack of good specifications create structural faults, lack of skill resulting in the difference between a home with sales appeal and one with functional obsolescence. Since it seems that the public cannot be educated quickly to know the value of good design, specification and superintendence, but since the owner expects perfection and the lending institution puts up other people's money to finance the job, it appears that the appraiser may soon be compelled to occupy the position he occupies in other, older countries, where he is called a "surveyor."

There is a challenge to the appraiser, or for the appraiser, to assume the responsibility of pointing out to his clients, whether lenders or owners, the necessity for good plans, specifications, superintendence and to see that these factors are carried out. In some cases he will have a job of selling to do, but it can be done because it is being done.

#### News Commentary Successful

**I**N Poughkeepsie, New York, Realtor Charles Boos is enlarging his clientele with a commentary in the advertising columns of his local newspaper.

With the slogan "C. Boos for Real Estate," the New York realtor comments on local housing, city development, home ownership, and other items of public interest.

One of his recent columns dealt with the increase in building activity outside Poughkeepsie's limits . . . the reasons for it . . . what it meant to the growth of the city. Comments on local housing and modernization activity were the subjects of another column.

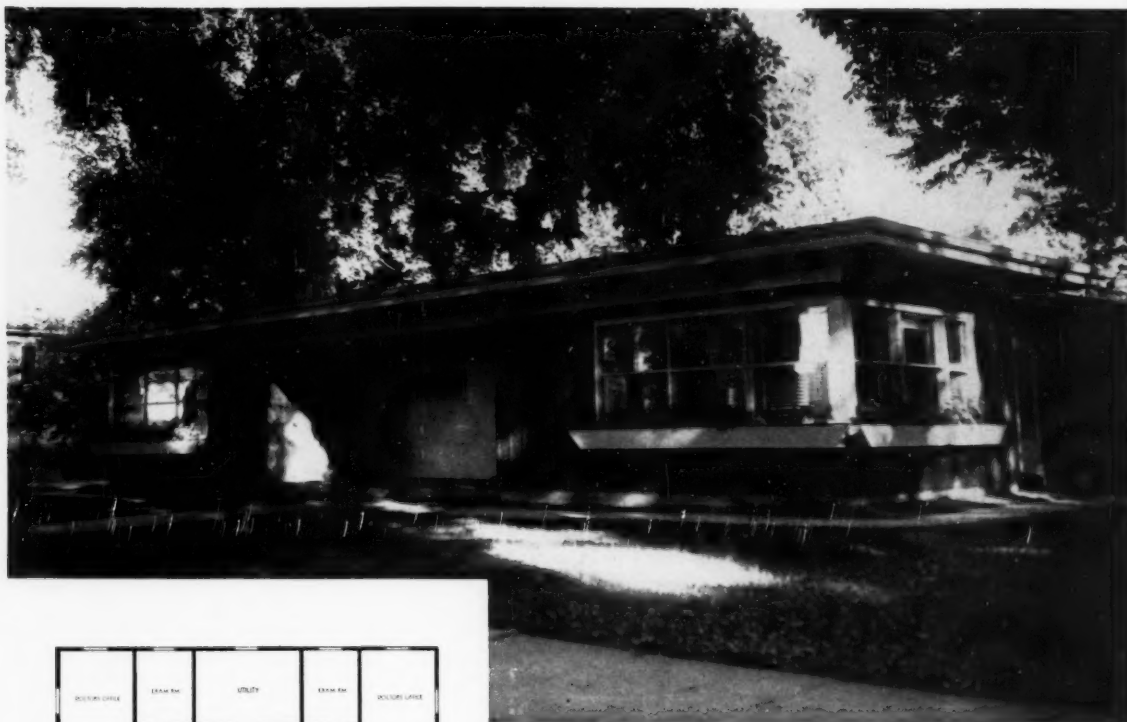
In one of his advertisements, Mr. Boos gave 10 reasons for home ownership. His 10 points were: financial independence, security, credit, social, development of responsibility, permanent environment, healthful exercise, independence of way of life, and peace of mind.

Mr. Boos says this "personal chat" with newspaper readers has brought excellent results. "We have found that this has created quite a response among our local clients and has helped enlarge our buying prospects as well as our selling clients."

#### Industrial Relocation

**A** GREAT deal of controversy has centered around the basing point issue which indirectly affects the real estate industry. To meet competition, many industries establish their prices by including the freight charge to a certain city or basing point.

Many small cities, dependent on an industry that employs this system, may be seriously affected by legislation that outlaws such practices. If such legislation is passed, many industries will be forced to move nearer their markets to fight price competition. Roland R. Randall, president of the Society of Industrial Realtors, will present his views on the relocation of industry in next month's **Journal**.



Vertical siding provides an attractive natural wood effect to the \$48,000 flat-roofed clinic. Reception rooms have large windows



**A well-planned medical clinic with handsome, yet functional design, and good location can solve the requirements of physicians, alleviate the traffic problem, and offer profitable opportunities for far-seeing real estate and building executives**

## Clinic Offers Remedy for Downtown Congestion

**T**HE trend to decentralize congested downtown business properties strikes a note of opportunity for realtors and builders interested in developing small medical clinics. Locating doctors' offices away from the hustle and bustle of downtown alleviates parking conditions, allows doctors more space, facilitates appointments for patients.

In line with this trend, Designer-BUILDER Gordon McKay has recently completed a \$48,000 modern clinic for four physicians in Cedar Rapids, Iowa. The flat-roofed clinic, its attractiveness accentuated by a natural



wood effect and large decorative windows, is located on a quiet residential street, yet affords ample parking space for 25 cars at the side of the building.

The 51 x 64-foot clinic, located on a 90 x 140-foot lot, is built on a slab foundation. Two entrances, one on each side of the ground-level concrete porch, lead into reception rooms which are colorfully decorated with modern furniture, oil paintings, draperies, and large corner windows of Thermopane.

In each reception room, yet separated by a counter, is a small business office, one for each two physicians. Each of these offices is located next to a corridor which leads to examination and X-ray rooms, a laboratory, and the doctors' offices.

Each of the doctors has a private office and two examination rooms along the outside or inside wall of the corridors. In the center of the building, connecting the corridors, is a laboratory for a full-time technician. Immediately behind this is an X-ray room, dark room.

The clinic is heated by a city steam-forced air combination. Cold air is an integral part of the slab floor and is conducted around the perimeter of the building. The air is collected at the rear of the building in the utility room, circulates through a Lennox precipitator, passes through a General Electric air conditioning unit where it is blown across a copper fin heating coil and is distributed through sheet metal ducts in the dropped ceiling of the corridor.

The interior of the clinic has light green-gray walls, except the offices of the physicians which are paneled in walnut- or oak-veneer U. S. Plywood. Floors are covered in deep shades of Thos. Moulding asphalt tile.

Vertical cedar siding, stained with Cabot's redwood stain, was used for the exterior. The built-up roof of the building, covered with Barnett asbestos felt, has a slight pitch, accomplished by the use of 2 x 6's, with the highest point at the front of the structure.

The clinic is completely insulated, the walls with Kimsul, the ceilings with Balsam Wool. The entire area above the insulation and below the roof

*(Please turn to page 44)*



A completely-equipped laboratory is used by the four physicians who occupy the building. It's entered from two side corridors



The four doctors' offices are in separate parts of the building to afford maximum privacy. Walls of the office are wood paneled

Both reception rooms, on either side of the building, are colorfully decorated, offer comfortable facilities and pleasant surroundings

A small business office is separated from each reception room by a counter for the receptionist



# BE A "COUNTRY DOCTOR" TYPE OF REALTOR

By EARL B. TECKEMEYER

Part III

**Specializing has its place in real estate, but the business also needs more emphasis on helping the "little" man. In this article, the author calls it "country doctor" realty and says that the realtor should learn to handle a variety of small jobs, the cushion against hard times. The personal satisfaction gained from closing a lot of small, varied transactions adds up to happiness and prosperity**

IT IS pretty well agreed, I think, that the tools of yesterday, the methods of the war years in selling real estate are a thing of the past; that we actually haven't been selling at all; that the great salesman really does his best when the chips are down and the pressure is on.

It is also agreed, I trust, that there are things we can do about present market conditions — not things that will make getting the business easy again, nothing will do that. But, for the man or woman who is in this business for good and means to continue making a go of it, no matter what, there certainly are many ways and means, many new ideas we can use, many old ones we can use again, which, if practiced, will show us the way.

One practice many fell into during the lush years was that of specializing. There was the fellow who only dealt in the better class of homes in the better sections. He'd always refer the customer to someone else if he happened to be a customer looking for something a notch or so below his scale of activity. There was also the business specialist; it was just a wee bit out of his line to bother trying to "fetch up" a home for someone who happened to come his way. He just didn't deal in houses — especially cheap houses.

Now, I fully realize that in every community there are, of necessity, men and women who handle certain types of real estate. In our town, two firms have a strangle hold on the office management business; another firm or two deal mostly in the mansion type of home. That is a needed thing in our business, I guess. But I am writing and speaking for the average realtor throughout this broad land, and when I say average, I mean fellows like you and me. We're just common folk banging along in our little old way, making a decent and respectable living out of the business of being the service stations for real estate of whatever kind, wherever it is, and for whoever wants to buy it or sell it.

I have no quarrel with the specialists. I am just saying that it is too rich a dose for the average fellow, and that he'd better leave such things alone and dig into the real market, the real business field of real estate, and be the all-around servant of his product.

We all know the fellows who cleaned up during the war years, bought the oriental rugs for their offices, partitioned off a cell for their exclusive use in which they would give interviews, bought the latest Cadillac, joined the swank club, and otherwise let all their custom-

ers know they had really made a killing. I don't know what's going to happen to them now, but I can guess. So can you. They have lost the human touch; they have forgotten that the mail-man and the milk-man and the street-car motor-man and the truck driver and all the little folks in their community need homes. In fact, these people would be so over-awed at coming into the presence of such splendor and wealth that they probably couldn't find words with which to state their simple wants. The picture may be somewhat overdrawn, but that is for a purpose. I wanted to make it emphatic.

There is fun and gladness and happiness for the "country doctor" type of realtor who takes care of the needs of his people. For the fellow who will stop when he's busy to handle a little rental property for a man moving out of town who doesn't want to sell right away, or to write a little insurance, or to help a customer who is lost solve a zoning problem, or to write a lease for a fellow with just one house to be rented, or whatever it is that people need, there's going to be real pleasure. Real estate in America needs more of that kind of service. I, for one, am going to continue to be a service station for real estate in my community, and, do you know what? I am going to be as busy as possible all the time. I'll not get rich but I'll sure have a lot of fun and make a lot of little guys happy.

So let me suggest that you broaden out in this market. Equip yourself to do a little appraising in between deals; handle a little insurance; do a little rental business; go out now and then to help some fellow figure out a way to buy a house he has seen even though it isn't your listing, but just because he knows you or has heard about you through a friend and knows you are to be trusted.

Let me give you an example from everyday business life. On the day that I finally managed to complete the leasing of the ground floor building for that radio store which you may recall I told you about last time, I was hurrying down the street to my ground floor office when a fellow realtor, who wasn't too busy to stop and chat (in fact he wasn't busy at all), stopped to ask some simple question. I pleasantly indicated that I was in a hurry and his reaction was, "Teckemeyer, you always seem busy as the devil. Do you just act that way, or are you really that busy in times like these?"

In one hand I had the rough copy of that lease (\$10,000); in the other hand I had two copies of an \$1800 time payment sale I had just closed (commis-

sion, \$90); sticking out of my pocket were four appraisal sheets for a building and loan executive who had asked me to look at the properties for him. We were standing in front of my office. The door was open and I could hear the phones ringing and see my secretary waving that I had a phone call waiting. "Yes," I said, "I'm always pretty busy; nothing that amounts to much in itself, but altogether they add up. That call in there is probably not another deal but some poor tenant with clogged-up sewer and wants me to send a plumber."

And, sure enough, it was. Yes, I'm always pretty busy

a week. I don't make a deal every week, but at the end, they will average out to 52 per year and that's what I mean. I mean any kind of a deal, too; just so I keep the average up so that I can always be able to look in the mirror and say, "Well, fellow, you did it!"

Sometimes, I have to hurry and go like fury to peddle off a \$100 lot (we got stuck with a good many), but, there again, it's a deal, and there's my average.

**Sargent, the great painter**, once painted a panel of roses no bigger than a man's hand. Its perfection was the despair of all artists who aspired to perfection. Yet, despite fabulous offers, he would not sell it. His



Whether it's a property to be managed, a house to be built, or a home to be sold, equip yourself to handle all phases of real estate — large and small. The results will add up to satisfaction and good-will and a substantial business, says well-known author

around my place. It probably will always be that way in this or any other kind of market because we are always going to be the service station for real estate in our community.

**In times like these**, nothing is more stimulating than to make a deal — any kind of a deal. Nothing does more to raise one's hopes, to spur one on than the making of a deal. It gives you a sense of accomplishing something. It is the same as if some hidden voice continually said to you, "Sure, you haven't lost your touch. You still can make 'em." So, set a goal for yourself. Don't make it a goal in dollars or number of properties sold, but just a goal of helpfulness — a goal of any kind. Then, strike out for it. For myself, having been in the business for 25 years, I have set a goal of a deal

explanation was simple: "Whenever I grow discouraged and fear that my touch is gone, I look at that painting of roses and say to myself, 'Sargent, you painted that'."

So it is with the realtor. To each of us comes a time when we wonder if we have lost our touch; if the struggle for the deal is worth the effort; if our accomplishments are worth-while. When that time comes, we, like Sargent, ought to be able to look at the picture we have painted — the people we have made happy, the families made secure in the homes we have found for them — and say, "I had a hand in painting that picture." That's what it really is. It's a picture of your work in your community if you truly serve real estate and yourself as a realtor.

# ●Homes Our Readers Are Building

## ● Colonial Village and Colonial Gardens

**C**OVERING two full city blocks on the east side of Denver is a recently-completed rental housing project of three distinct types of one- and two-story buildings, all combining space-saving arrangement with sound construction.

Built by Burns Realty and Trust Company, Colonial Gardens and Colonial Village includes 16 buildings of 86 two-bedroom apartments. Of the three types, the two-story measures 16 x 25½ and has two bedrooms upstairs. The two one-story types measure 26½ x 30.

The exteriors of the buildings in the developments are finished in hard-burned stiff mud sewer brick and a high quality hard-burned sand brick which was treated with

a coat of Bondex before the oyster white finish was applied. The face brick extends upward about halfway to the elevation, and the painted sand brick continues to the eave. All exterior woodwork is fine quality pine or fir.

The roofs of the buildings are covered with Johns-Manville, Black, or Ruberoid Company shingles, and the ceiling insulation of each building is Rockwool. All exterior walls are weatherstripped, and all windows and doors are caulked.

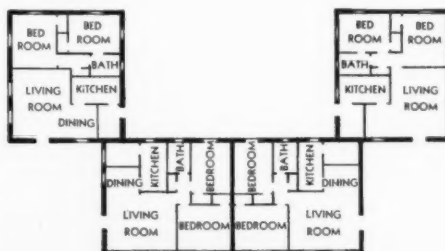
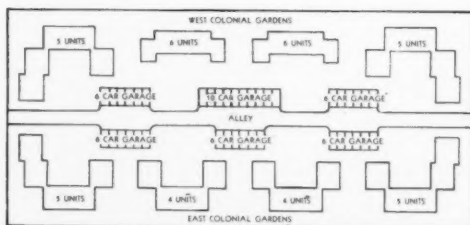
Interior finished flooring is Victory grade red oak floor laid over 15 pound asphalt felt. The flooring under linoleum covered surfaces is fir or pine. Kitchens, bathrooms,

and rear entries are covered with Armstrong linoleum.

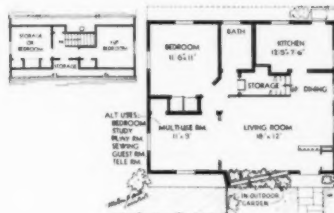
Each apartment has a Security gas furnace controlled by a Minneapolis-Honeywell solenoid gas valve and thermostat. Other products used include General Electric refrigerators, Well-Built gas ranges, Curtis Silentite windows, Ro-way garage doors, and Crane plumbing.

Black-top paved alleys bisect both sections of the development. On either side of these alleys are children's playing areas, laundry drying areas, brick incinerators, and the parking areas and garages.

The grounds were landscaped and seeded and trees and shrubs were planted in suitable locations around the grounds.



## • Hempstead Brook Gardens



**T**HE charge that the building industry is able to build only for the upper income groups has seemingly been disproved by a new development called Hempstead Brook Gardens in Long Island. Builders of these new "economy homes" are N. K. Winston and Associates of New York City. The new homes offer some exceedingly attractive features at carrying charges of only \$62 a month and a down payment of only \$90.

The first of 305, which is the prototype for the development, has an area of 1000 square feet, composed of four rooms and provision for expanding two additional rooms on the second floor.

There will be three different exterior designs placed on individual

lots of 60 x 100 feet. A large variety of exterior materials will be used to provide some interesting alternate designs. Three models will mirror the California influence in architecture and another will follow the New England tradition. The new "Economy Home" will sell for \$8390 with mortgages insured under FHA.

The interior features of the home includes a scientifically planned kitchen with a breakfast nook, gas range, Formica sink top, and storage cabinets. The bathroom features Linotile walls. Kentile flooring covers every room in the house. The house is completely insulated and weatherstripped. Copper coil, hot water radiant heating plants are to be installed in the homes.

One of the unique features of the home is a novel indoor-outdoor garden which brings part of the front yard into the living room by making use of a stone bordered flower bed placed half in the living room and half in the front yard. The two sections are separated by a floor to ceiling picture window.

An innovation which allows flexibility of room arrangement is the other unusual feature. A leatherette Modernfold partition connecting the living room with the all-purpose room folds back into the wall from both sides of center just as draperies fold back in front of a window. The room created by removal of this partition is about thirty feet long. The partition is indicated in the floor plan above.

## • Morton

### Grove

### Development



**O**n a building site that was once a cornfield, Hemingway Homes, Inc., of Oak Park, Illinois, has recently completed the Morton Grove residential development. This half-million dollar housing project consists of 29 one-and-a-half story homes erected on either side of a tree-lined avenue which extends for two blocks in Morton Grove.

The homes, which are in the \$12700-\$14250 price bracket, measure 26 x 33 feet and are built on 45 x 124 foot lots. There is an easement for an alley in the rear, but this extra space probably will not

be used for a public thoroughfare. Those purchasers who build garages will have access from the side thereby leaving the extra land on the rear for their own use.

All exteriors are constructed of brick, but the color scheme of the brick as well as the color of the trim of the homes is varied so that no two homes are alike. Fundamentally, the same floor plan is used for every house.

The features of these two-bedroom homes, which have provision for a third bedroom in the one-and-a-half story design, include built-in cabinets in the kitchen,

built-in sink with linoleum counter top, and full basements equipped with gas or oil-fired warm air furnaces.

A thorough and an effective selling campaign was employed by the Hemingway Organization. For example, one of the earliest, most satisfied buyers acted as an enthusiastic sales representative for the company and paved the way for many sales. Another indirect, though fresh and firmly based idea, made use of complete, written information placed in the hands of the personnel men of the surrounding industries.



# Flooring Problems in the Basementless House

**A construction cost-cutter, the basementless house has gained favor with buyer and builder, but it presents problems. Moist humid air trapped below the floor causes a moisture condensation on the framing and floor construction which ultimately results in decay. At the request of the Journal the Asphalt Tile Institute here suggests do's and don't's in basementless house construction and discusses the advantages of tile applications**

**H**ARRIED by high construction costs and facing the mounting resistance of a careful buying public, many builders are turning to basementless houses to cut costs.

Recent experiments by the Housing and Home Finance Agency indicate that a 5 to 10% saving can be made in construction costs when basements are omitted. HHFA figures show that this type of construction produces a house to sell for \$6,875 that

would otherwise cost \$7,600. The saving comes in the elimination of excavation and basement walls.

Experimenting with model homes, HHFA engineers substituted a 11 x 12 foot first floor utility room for the conventional basement. Denying the contention that a basement was needed for storage space, HHFA pointed to the utility room's 45 square feet of clear area. Scotching the claim that basements are needed to keep a house dry and warm, HHFA tech-



nicians claimed equal performance from improved asphalt tile.

The trend toward basementless houses is spurred by buyers as well as builders. With a growing recognition that many of the services now performed by basements could be more easily, more efficiently done in ground-level rooms, manufacturers of heating, laundry, and other equipment are concentrating on compactness in their products.

But with all the advantages of the basementless house come new construction problems. Moist humid air trapped below the floor of basementless houses causes a moisture condensation on the framing and floor construction. This condensation, together with high temperatures found in the enclosed space, results in decay which in turn leads to sill and joist failure and sagging floors.

In order to eliminate moisture condensation, adequately ventilated crawl spaces must be made. Openings cut in the walls of these spaces should be a total of 5 to 7 square feet for an average-sized house. The openings should be well distributed with at least one near each corner of the different walls to allow for air circulation.

Wood sub-floors should be of double construction and of sufficient structural strength to carry intended loads without deflection. The surface should be well-seasoned, kiln-dried tongue-and-groove flooring not

over 3 inches face width, top-nailed and toe-nailed. The surface flooring should be sanded to a uniform smooth surface and have no cupped or springy boards.

If concrete is to be used for the basic foundation flooring, the following essential should be kept in mind:

- 1) Good drainage, a 4-inch fill of coarse washed gravel or crushed rock under the floor slab.
- 2) A vapor barrier, consisting of a 1/8-inch rigid asphalt board or reinforced duplex paper with asphalt center, over the fill and extending to the outside edge of the floor.
- 3) At least two inches of rigid waterproof insulation along the exposed edge of the floor and extending 2 feet under it.

Because of the moisture and alkali content of the concrete slab the use of asphalt tile has become a popular floor covering in basementless homes. The tile, a thermoplastic material, however, requires careful preparation of the sub-floor. The foundation should be smooth, sound, firm, and free from springiness. Because the tile will follow the contours of the underfloor, all irregularities must be removed first.

The new concrete sub-floor should be trowelled to a smooth plane surface, made free of score marks, grooves or depressions, scraped clean of all foreign matter, and brushed. It is important to remember that installation of the tile should not begin until all other work, including painting, has been completed.

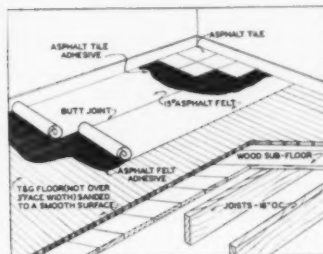
The asphalt tile adhesive is applied in a thin film, and spread even with a finisher's trowel of the type recommended by the manufacturer. Starting at the center of the room and working outward toward the walls the tile is fitted into place so that the border width adjusts to the run of the tile. Borders are scribed to the wall, cut, and fitted in place after the tile is applied. Asphalt cove-base must not be applied until the plaster or backing material is thoroughly dried.

Standing objects, such as radiators, should not rest directly on the tile, but should be set on small pieces of metal. After heating the tile with a blow torch, a hole the same size as the metal insert can be cut and the metal disc put in place.

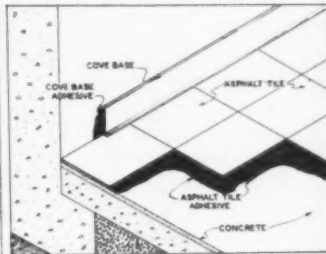
When the asphalt tile has sufficiently seated itself to permit cleaning and waxing, the floor should be thoroughly cleaned with a neutral cleaner. All rooms and sub-floors should be maintained at a minimum temperature of 70 degrees for at least 24 hours before, during, and after application of the tile.

A square edge or butt-type edging should be fastened to the sub-floor to protect the edges of the tile, and prevent tripping.

◀ An old floor is being repaired and smoothed prior to installation of asphalt tile. Adhesive is applied lightly

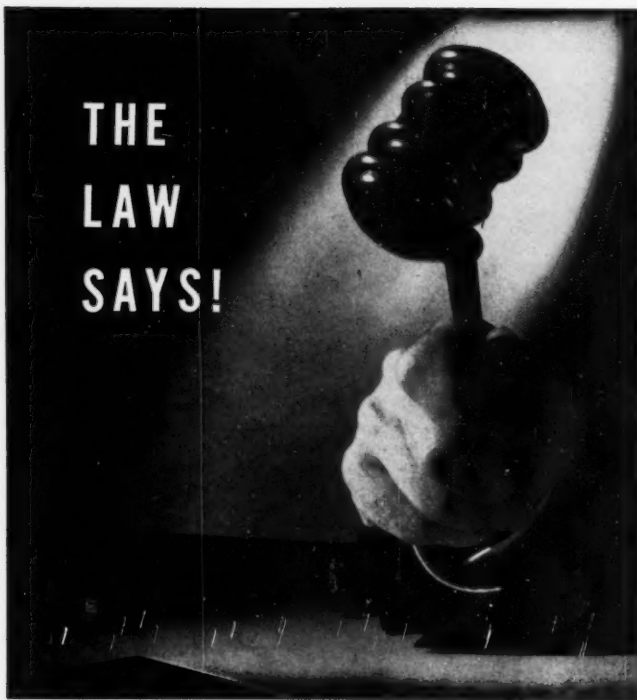


Asphalt tile applied to wood flooring



Asphalt tile applied to concrete floor

# THE LAW SAYS!



Does the difference in meaning between "and" and "or" mean much to you? The law says there is a different estate created by interposing one or the other of these words between the names of the first devisee and his heirs. And if a tenant catches a cold or pneumonia in an unheated apartment, our legal expert tells the causes of action if the lease specifies heat, backed up by decisions

By **GEORGE F. ANDERSON**

**T**HE little word "or" can be a big "Devil." I can see you at your desk, dictating a will to a plump, blonde stenographer, with her legs, not her fingers crossed. "My six flat I give to my wife for life, and on her death to my son, John 'or' his heirs." Just a minute. Did you really mean "or?" Did you not mean "and?" Isn't it the same thing? No, not by any means.

The word "and" would give John an estate in fee simple remainder on the death of his father. The word "or" would give John a contingent remainder conditioned by his surviving his mother.

In the case of *Ebey vs. Adams*, 135 Ill. 80, the court said: "Mr. Redfield says: 'There is also a class of cases, somewhat numerous, where the word 'or' is interposed between the name of the first lega-

tee or devisee and the heirs of such person, as to A or his heirs forever or in tail, in regard to which there has been considerable discussion, and where there does not seem to be perfect coincidence. Some of the earlier cases, where this occurs, incline to treat the variation from the usual form of creating such limitations as merely accidental, and as not being intended to create any different estates. The cases where the word 'or' being interposed between the name of the first devisee or legatee, and his heirs, has been held to indicate the intention of substituting the latter in place of the ancestor, are numerous, and being more recent, as a general thing, and more in consonance with the words used, must be regarded as defining the most reliable rule.' Redfield on Law of Wills, 486."

**E**VERY form of a lease for a steam heated apartment provides that the landlord is to keep the premises heated, and a failure on his part to do so is not only an eviction, but it is a violation of contract, and if the tenant catches a cold or pneumonia or other illness including death, the landlord is liable for damages. Since this duty is not imposed upon the landlord by law, but taken upon himself, by contract, difficulty or even impossibility is no excuse.

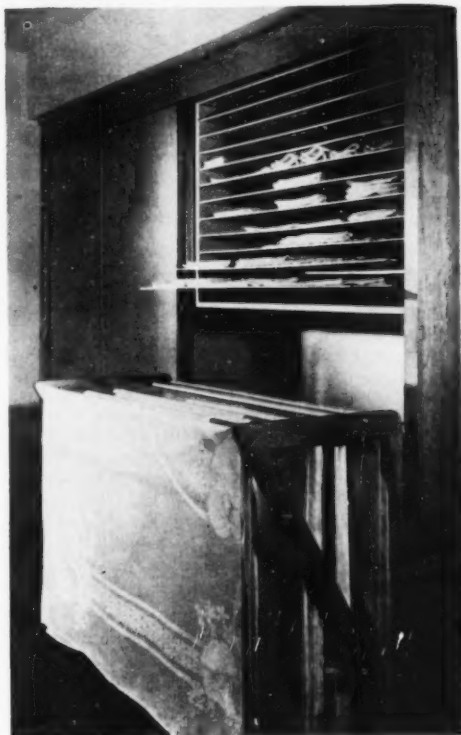
But the agreement to furnish heat is usually followed by a clause exempting the lessor from liability for failure to do so. This clause will not protect the landlord insofar as affirmative negligence is concerned, and not in all cases of passive negligence, and so it is only a limited protection.

The ordinary form of Owner's Landlord and Tenant's Liability Policy will not protect the landlord, because it only covers accidents and illness arising from insufficient heat, and is not considered an accident. If the landlord wishes to protect himself against the situation, he will have to take out what is known as a Comprehensive Policy.

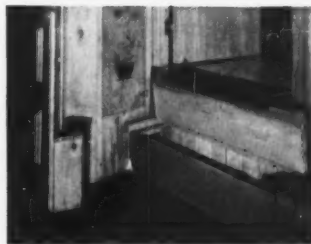
Fortunately for the landlord the liability does not continue after he has sold the premises. The danger is remote when the landlord is a careful and conscientious person, but if the building gets into the hands of a thoughtless, shiftless owner, no one can predict what may happen.

In the case of *Revel, Admr. vs. Butler*, 322 Ill. 337, the court said: "By the transfer to Mrs. McIntosh of the revision under the lease to Bornholdts all the rights and liabilities as between the parties to the lease, based upon privity of estate, were terminated and Butler could not thereafter be held liable for Mrs. McIntosh's failure to supply heat to the apartment occupied by Bornholdts. In *Tiffany on Landlord and Tenant* (vol. I, sec. 148) it is said: 'Upon a transfer of the reversion, whether by voluntary act or by operation of law, the transferor ceases to be the landlord, and the privity of estate between him and the tenant thus coming to an end, he can no longer assert rights against the tenant based thereon nor be subjected to liabilities in that regard.'"

This is rather unusual, because as a general rule, the assignor of a contract remains liable under the same.



Convenient sliding racks and narrow shelves in this linen closet make any house more salable. Sliding doors close off closet area



A hinged lid lifts from the bottom step to show storage space for cumbersome boots



Here are two views of a cylindrical rotating closet with large drawers, wardrobe-hanging facilities, and a drop-front dressing shelf. There is room for shoes, hats

## Visual Ideas to Help Sell

- Here is a pictorial presentation of ideas which will give your houses eye-appeal. Most of them are simple and inexpensive, but they add salability



Looking like a storage compartment, this slide-in bed utilizes the space under the stairway (shown by the dotted line). Deep drawers above hold heavy sports equipment



This is a handy cupboard area with shelves, drawer space, bins and a rotating shelf for added space, all within easy reach of the stove. This cooking area is a "buying" reason

## Expediter Woods

(Continued from page 27)

- (4) Where a tenant is taking in sub-tenants who are paying him.

I also want to point out that our local offices will give any landlords an estimate of the increase he may obtain in rent for improvements or increased services before he spends a cent.

- 7) Isn't it true that rent control contributes to the present shortage of housing by curbing the construction of new rental units?

New construction is not under rent control now, has not been under control for two years, and, as far as I am concerned, it will not be placed under rent control at any time. Furthermore, I should like to point out that more dwelling units were put under construction last year than at any time since the peak year of 1925. Following is a table of the number of non-farm dwelling units started since 1920, according to the Bureau of Labor Statistics:

1920 — 246,000	1945 — 209,300
1925 — 937,000	1946 — 670,500
	1947 — 849,000
1930 — 330,000	1948 — 931,300
1935 — 221,000	
1940 — 602,600	

- 8) What is your estimate of new rental construction for 1949?

The best available estimate of new construction is that made by the Bureau of Labor Statistics. BLS estimates that 875,000 units will be started this year. If there is the same proportionate number of rental units started in 1949 as last year, this will result in the construction of approximately 150,000 rental units, a number far below the need for rental construction. (Last year, 931,000 dwelling units were started. 163,000 were rental units; 17% of the total.)

- 9) How near do you think this will come to meeting the actual demand — need plus ability to pay?

A nation-wide survey of the demand for all types of housing was made by the Joint Committee on Housing of the 80th Congress. Their report stated that there was "the need for an average rate of homebuilding over the next 12 years of about 1½ million units a year." Early this year we secured estimates of the need for rental housing in 91 cities with a population of 100,000. The estimates were secured from city officials, real estate boards, employers, civic organizations, housing authorities, veterans' organizations, and other responsible, local sources. A total of their more conservative estimates showed an immediate, unfilled need for more than one million dwelling units in these 91 cities alone. And these were the needs of families who were looking for a place to live and who apparently had the money to pay their rent.

- 10) What can you tell us about the complaints filed against builders for violations of the Veterans Emergency Housing regulations?

Up to the middle of June, 1949, settlements had been made on such violations on more than 7,500 dwelling units. The adjustments on these units amounted to nearly \$1,600,000. Alleged violations on 8,000 units are now in the process of settlement, with 5,600 units now under investigation.

- 11) What advice would you give to builders planning a project of homes for sale or for rent?

At the present time, it appears that the greatest market is for homes under \$10,000. In spite of the high costs of construction, I am convinced that good, sound homes can be built in this price range. But in order to do so builders must use the remarkable ingenuity which has been displayed in the past in the building industry. New materials must be utilized. New methods of construction must be developed. Excessive middle-man profits must be eliminated.

- 12) What do you think the building industry needs most today?

I think the industry needs more than anything to avoid letting itself be talked into a "slump." It is true that the demand for expensive buildings is falling off, and that costs are high. But there is a tremendous market which has not been touched, as I indicated in the statement above. In order to build for this market, the industry must (1) do everything possible to revise antiquated building codes, (2) overcome prejudice against the use of new and different materials, and (3) replace out-moded construction practices with more efficient methods.

*Note: Immediately after learning that Judge Elwyn R. Shaw of Chicago had ruled the 1949 Rent Control Act unconstitutional, the Journal asked Mr. Woods three additional questions on the ruling.*

- How long do you estimate it will require to get the U.S. Supreme Court opinion on the constitutionality of the 1949 Rent Control Act?

As you know, the Supreme Court is in recess until October, so obviously there could be no decision before then. How soon it will be after that is anybody's guess. It will depend to some extent on the time when the case reaches Court — assuming that it does. At present it has not been decided whether an appeal from Judge Shaw's ruling will be taken direct to the Supreme Court or through the usual channels of the Circuit Court of Appeals. The decision is for the Justice Department to make.

- In the event the law is declared unconstitutional, does that void rent ceilings?

Yes, in the absence of new legislation to meet the situation.

- In your opinion, what will be the outcome?

We are confident, of course, that the Act will be sustained.

## Clinic Offers

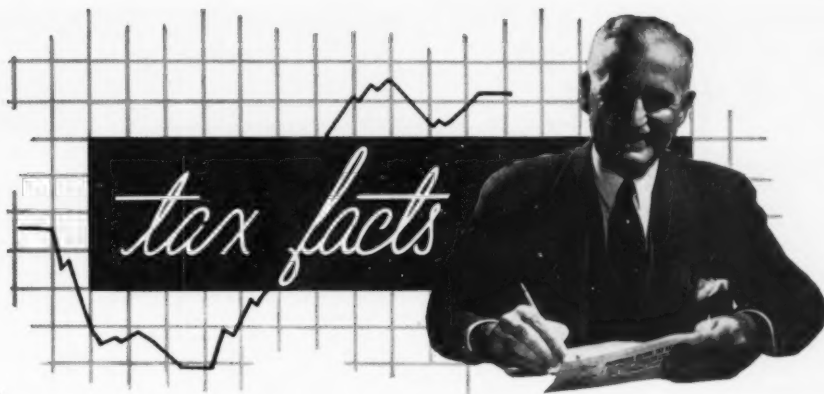
(Continued from page 35)

sheathing is ventilated to keep condensation from forming and temperature down. This is done by leaving a screened opening around the planchier of the entire building.

One of the features of the clinic is Mr. McKay's expandable design. An area about fifty feet deep at the rear of the lot can be used to expand the clinic by omitting the rear examination rooms, lengthening the corridors into the new portion.

Materials used in construction include: Minneapolis Honeywell regulator system, Square D electrical equipment, American Standard and Kohler plumbing, Weverhaeuser lumber, Martin-Senour and Sherwin-Williams paint, New London birch slab doors, Masonite counter tops.





By **BERT V. TORNBORGH, CPA**

**RENTAL HALF** of double house was subject to repairs between tenancies. Court affirmed that taxpayer was entitled to deduct the cost of such repairs.

**REAL ESTATE** was taxpayer's principal business, found the Court, and therefore disallowed claimed deductions for expense of getting job for introducing a plan of consumer control of production and exchange. These efforts, said the Court, were in the realm of a hobby or scientific study and the attendant expense not an allowable deduction.

**LOGGING AND LUMBER** company became inactive in 1939, thereafter leasing out its mill and equipment and selling its timber to a principal stockholder. Surplus accumulated without being distributed. Treasury imposed "section 102" surtax as penalty for improper accumulation of surplus (presumably to avoid taxation of dividends in hands of the stockholders). Company contended the accumulations were needed for reentering the lumber business but Court rejected this and upheld imposition of the surtax.

**DEPRECIATION RATE** of 3% on building cost was allowed by Treasury but on evidence presented by the taxpayer the court said 4% was more appropriate.

**COST OF REMOVING BUILDING** was properly deducted by a taxpayer who razed a building so as to convert part of the plot into a parking area. This taxpayer fur-

nished proof before the Tax Court that the entire property was originally acquired for the purposes of conversion into a public market.

**APARTMENT BUILDINGS** deteriorated during the war, claimed taxpayer, and as a result increased charge-off should be in order. However, this claim for accelerated depreciation was not allowed due to lack of specific proof that the buildings were really coming to the end of their useful life.

**LEASE FROM WIFE** to taxpayer, on property owned by her, gave rise to question of how to amortize improvements made on the property. One alternative was to write them off over the life of the lease, another over the life of the building. Court approved the latter.

In this same case expense of moving office from first floor to a mezzanine or balcony floor was held to be **capital** outlay, thus not deductible.

**VIOLATION OF CHILD LABOR PROVISIONS** of the Walsh-Healey Public Contracts Act may cause the Government to crack down and collect "liquidated" damages. Payment of such liquidated damages does **not** give rise to an expense deduction for income tax purposes, ruled Tax Court in recent case.

**INADEQUATE RECORDS** were maintained by a taxpayer, making it necessary for Treasury to "reconstruct" his income from bankbooks, brokerage records and other available data, which ap-

proach the Court sanctioned. In addition, fraud penalty was also imposed.

**INDIVIDUAL TAXPAYER** sold orange grove and equipment, claimed net operating loss deduction. Court found that the entire property was sold and the business abandoned, ruled loss was therefore not incurred in the **operation** of a trade or business, hence not deductible.

**TAXPAYER UNCONDITIONALLY CONVEYED** a business to his wife, and he was retained as manager. Appellate Court reversed the Tax Court in now holding the husband **not** taxable on the income from the business.

**ACCOUNTING METHODS** were issued in recent case where a joint venture, on cash basis, was engaged in Government construction work. Treasury arbitrarily changed an accrual-basis participant in the joint venture so as to reflect his income on the basis of costs being re-allocated to each of two tax-years in same ratio as the percentage of contract price received in those years. Court held this in error, found that the income of the joint venture could very well be determined accurately on the cash basis that it used.

**SALE OF BUILDING** at a loss did not result in a net operating loss carry-over where it did not appear that the loss was attributable to a trade or business. An active realtor could take such a loss carry-over, but a casual investor cannot.

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## PRODUCT PROGRESS

### House While You Wait

A new prefabricated home, the Master Home, by the Gunnison Company, New Albany, Indiana, can be built in less than half an hour. Complete with modern kitchen cabinets, heating equipment, plumbing, etc., the Master Home is sold in three sizes ranging from two bedrooms and a bath to three bedrooms, dining room, and bath.

The homes retail from \$6,800 to \$8,300 (not including lot), and when the interchangeable panels have been assembled, a coat of paint is all the dealer has to have applied.

### New Flooring Material

A new hardwood flooring material made of hardwood fibres treated with plastic, creates a fire-, rot-, termite-, and water-resistant low-cost flooring. Called Roc-Wood by its manufacturers, Roc-Wood Floors, Inc. of Chicago, the flooring material, which comes in a unit covering 90 square feet, is laid with a trowel on a smooth or rough cleaned floor surface to a thickness of at least 3/16's of an inch. After the drying time of less than four hours the resulting grained hardwood floor can be given a high polish.

### Scientists to Mix Paint by Sound

One of the old vexes of the paint manufacturers, the settling of the heavier matter in the bottom of cans, may be solved by Sherwin-Williams research chemists. High frequency sound waves inaudible to the human ear are being used to try to place in lasting suspension the paint pigments and vehicles. Reports portend future success, and there are indications that other paint problems may be eliminated by the sound method.

### Sliding Glass Block Window

A glass block window with a sliding vision strip sash has been developed by the American Structural Products Company, a subsidiary of Owens-Illinois Glass Company.

The new window is adaptable to any opening, large or small, and is rigid enough to provide its own lintel. Frames are shipped completely assembled, ready for glazing and installation of the glass block.

Glass block windows can be used singly or in multiples. When they are installed in groups, the jams act as mullions, eliminating the need for additional intermediate structural members.

### Ten New Types of Pease Homes

Ten new types of prefabricated homes, called Pease-Fabricated Homes, have been added to the line of Pease Woodwork Company, Cincinnati. Houses available are two- and three-bedroom types, ranging in size from 792 to 1084 square feet.

The homes are built according to five basic plans, the remaining five differing only in the inclusion of basements. In the basementless houses, a utility room is included, while the homes with basements have this extra space for a dining area. Interior partitions can

be moved or omitted because roofs and ceilings are supported by trusses.

Package prices include the exterior wall and gable panels, interior partitions and roof trusses completely assembled. Roof sheathing, asphalt shingles, asbestos siding, oak flooring ceiling insulation, and plaster board or lath for walls and ceilings are furnished packaged but not applied.

#### New Keystone Aluminum Screen

A new all aluminum "frameless tension" screen has been announced by the Keystone Wire Cloth Company, Hanover, Pennsylvania. Supplied with width and height measurements, dealers can offer a complete screen package for installation by the home owner.

Designed for double hung windows, the screens are snapped on the upper blind stop and drawn taut at the sill with a thumb screw. Tension is maintained on the sides by a five strand selvage edge, and a special "free floating" sill bar at the bottom corrects out-of-square sills.

#### Park Lane Cabinets

A new line of medicine cabinets, called Park Lane, has been added to the products of the Bennett Manufacturing Company, Alden, New York. Equipped with 18 x 1½ inch fluorescent bulbs, the cabinets are fabricated from Bethlehem corrosion resisting steel.

The new Park Lane models have chrome plated brass light brackets, built-in ballasts and starters, electric razor outlets, and a choice of either a 16 x 14 or 18 x 26-inch mirror. The all-welded, one piece cabinets are factory wired for installation. A removable terminal box cover is located at the top of the cabinets; the ballast box, at the bottom.



### Greater Value at Lower Cost

By economical, streamlined modular construction, Pollman Homes offers new low costs in a wide variety of attractive factory-built homes. Discriminating real estate builders and developers are finding that Pollman Homes, built by experienced craftsmen, increases the prestige of their subdivisions. For further information, write to

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## Survey Shows

(Continued from page 29)

catalogued and listed here in order of their frequency: "completely or custom landscape," "recommend landscaper or nurseryman," "grading and seeding or sodding," "furnish plans," "furnish shrubs and trees," "do rough grading." Other answers explained that they give cash allowances, hire professional advice.

Detailed questions regarding construction, and their answers follow:

"What types of construction are most favored in your area?" Answers: frame, 73.2%; brick, 19.8%; brick and stone veneer, 19.2%; stone, 6.1%; others, 14.47%. (Because builders filled in the answers to this question, it is probable many of those answering "brick" did not mean brick masonry, but may have meant brick veneer. These answers

total more than 100% because some indicated two preferences.)

"Which type of foundation wall do you use or prefer?" Answers: poured concrete, 54%; concrete block, 38.9%; brick, 8.1%; cinder block, 3.8%; and tile, 1.2%. (Several preferences checked.)

"To what extent do you believe insulation is necessary from a sales standpoint?" Answers: ceilings only, 52.2%; ceilings and side walls, 35.2%; none, 12.6%.

"What wall finishes are you now using?" Answers: painted plaster, 63.8%; wallpaper, 45.1%; wallboard, 20.7%; wood paneling, 16.8%; plywood, 7.1%.

"Do you provide termite protection?" "Yes," 50%; "No," 50%.

To shed light on the question of panel heating and hot water heaters, the following results were obtained:

"Do you use or plan to use radi-

ant panel heating?" The answers: "No," 73.7%; "Yes," 26.3%.

"Do you furnish an automatic hot water heater in the houses you build for sale?" Answers: "Yes," 98.7%; "No," 1.3%.

In answer to the question, "What is the minimum size for a kitchen?", readers' answers averaged 8.74 feet by 11.38 feet, and the "most desirable size" averaged 10.4 feet by 13.56 feet.

When asked, "For sales appeal, should kitchen walls have special finish?", the answers were: "Yes," 73.6%; "No," 26.4%. When asked what type of finish readers preferred to use, the answers were: tile, 40.3%; linoleum, 35.5%; composition tile, 25.9%; washable wall paper, 25%; metal tile, 18.2%; and structural glass, 6.7%.

Minimum size for bathrooms averaged 5.5 feet by 7.5 feet, and the "most desirable size" averaged 6.6 feet by 8.5 feet.

"What additional bathroom facilities (besides principal bathroom) do you consider necessary to aid sales?" Answers: first floor lavatory, 94%; extra bath on second floor, 42%; basement lavatory, 26%; one bath for each bedroom, 2%.

Bathroom wall finishes preferred were the following: ceramic tile, 59.6%; plaster, 30.1%; composition tile, 19.2%; metal tile, 14.7%; washable wall paper, 10.2%; structural glass, 5.8%.

## Finding Prospects

(Continued from page 30)

your prospect to the best of your ability or conscientiously endeavored to dispose of his property, he will be impressed by your sincerity and very often try to give you some business to offset the fact that you failed to complete a transaction with him. Be pleasant and helpful and leave even a small deal in a friendly manner. Another piece of unexpected business may result.

When you have been successful, keep up your contact with your old clients. Remember to thank them. Remember birthdays and anniversaries. Inquire how they are getting along when you are in their neighborhood. If you are a friend as well as a salesman, they will furnish you many valuable leads.

If you are offering a property for sale, a neighbor may have a friend or relative he would like to have in the neighborhood. Or the neighbor who is renting may decide to become an owner. Neighbors are a source of good business.

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*Russell H. Phelps, realtor-builder of Binghampton, New York, is a graduate of Wheaton College, Wheaton, Illinois, and a veteran of World War II. He is president of Phelps Homes, Inc., secretary-treasurer of the Broome County Real Estate Board, a member of the New York State and National Association of Real Estate Boards, the New York State Society of Real Estate Appraisers, the Institute of Real Estate Brokers, Binghampton Chamber of Commerce and Rotary Club, and also represents the landlords of his community as a member of the area Rent Advisory Board.*

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"The Perfect Home adds a certain touch of finesse to our public relations program and we consider it an excellent medium for reaching key people in our community.

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## Among Ourselves

**F**OR Ted Maenner, hard-working president of NAREB, and his wife, a well-deserved vacation came to a sudden end August 1. Mr. and Mrs. Maenner, starting early in the morning for a few days of rest at Estes Park, were involved in an auto collision a few miles south of Omaha.

Mr. Maenner, at the last report from Omaha's Methodist Hospital, was suffering from a severe concussion and a possible intra-cranial hemorrhage. Mrs. Maenner received cuts on the scalp, face and neck, and possible back and shoulder injuries, but was reported in "good condition."

Two of the four Eastern college students in the other car were killed, one critically injured. The youths were said to have been driving all night from Denver and the driver of the car had fallen asleep when the accident occurred.

**T**HOSE who preach reduction in housing costs should know that labor accounts for about a third of total building costs. A BLS study of new home building in 18 industrial areas for 1946-47 showed that the labor share of construction was highest on the cheapest housing, tended to decline as total costs increased. On a \$5,000 house, about 41% went to labor; for the \$10,000-and-up group, 31%.

And housing starts got a shot in the arm in June when they hit an all-time high of 100,000. Though building got off to a slow start this year, BLS figures show that 446,000 homes were started the first half of 1949, only 31,200 behind the same period last year. But more money was spent for building. A record total of nearly 8.5 billion was spent for new construction in the first half of 1949, 4% higher than the previous record dollar value put in place for the first six months of '48.

In New York City, builders started 24,586 dwelling units in the first six months of '49, with a total valuation of \$208 million. This is al-

most double the 1948 figure, but the dwelling units started with public funds jumped from 1,880 for the first half of '48 to 14,262 for the same period this year.

**P**ROBABLY one of the most significant trends in the field of residential construction is the increase in the volume of apartment vs. residential building. So far this year, 11.7% of the total non-farm housing units are apartment units. Comparative figures for other years are: 9.36%, 1948; 8.31, 1947; 5.60, 1946.

Canada's Rental Insurance Plan has given an impetus to apartment construction. More loans were approved for apartment houses in the first quarter of this year than for any other type of dwelling unit. During the first quarter, apartment units represented more than one-third of the total approved gross loans. In the first quarter of 1948, similar approvals only totaled 8%.

**R**EPORTS come in from a few communities that landlords have taken undue advantage of rent decontrol in their localities and, consequently, controls will be restored. To date, we've heard of only two such recontrol actions, the most recent in Pennsylvania where two localities are having controls restored. Local advisory boards reported rent increases averaging 77%. This action was probably due to a few landlords who were more concerned with pocketing cash now than promoting the eventual destruction of rent controls. In these cases, the selfish interests of a few landlords destroyed the opportunities of a majority of owners and property managers.

**W**ITH the upturn in building activity this summer, loans by savings associations also took an upswing. In May, \$86 million of new construction credit was issued by the associations, compared with \$83 million in April, though it was down from the May, 1948 record.

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MANUFACTURER OF  
BEAUTIFUL HOMES

Distribution is through local, franchised, Gunnison Dealers whom we train to handle Sales, Financing, Erection and Service.

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